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REPORT OF EIGHT DISSEMINATION CONFERENCES ON THE PRINCIPLES AND PRACTICES IN THE USES OF TELEVISION IN EDUCATION.
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THIS REPORT HIGHLIGHTS THE PROCEDURES, ACTIONS, AND DEVELOPMENTS OF EIGHT DISSEMINATION CONFERENCES ON THE USES OF TELEVISION IN EDUCATION. PRESENTED FOR EACH OF THE CONFERENCES ARE THE POST-CONFERENCE ACTIONS AND DEVELOPMENTS. AN EVALUATION SECTION INCLUDES A QUALITATIVE ANALYSIS REPRESENTING THE COMPOSITE JUDGMENT OF THE NORTH CENTRAL ASSOCIATION SUBCOMMITTEE ON TELEVISION. THE EX OFFICIO MEMBERS, THE DELEGATES FROM OTHER REGIONAL ACCREDITING AGENCIES WHO ASSISTED IN THE MEETINGS, AND THE PROJECT COORDINATOR. A GUIDE IS PROVIDED FOR OTHERS WISHING TO CONDUCT SIMILAR DISSEMINATION PROJECTS. (JC)

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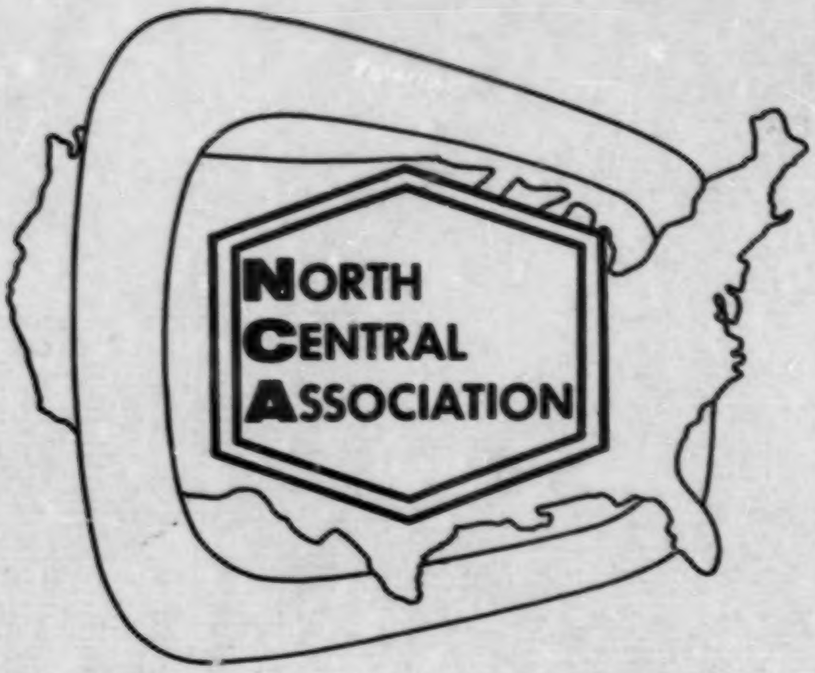
DISSEMINATION CONFERENCES ON THE USES OF TELEVISION IN EDUCATION

1961-1962



Conducted by

THE NORTH CENTRAL ASSOCIATION OF
COLLEGES AND SECONDARY SCHOOLS

in cooperation with

THE UNITED STATES OFFICE OF EDUCATION
DEPARTMENT OF HEALTH, EDUCATION AND WELFARE

REPORT

OF

EIGHT DISSEMINATION CONFERENCES
ON THE PRINCIPLES AND PRACTICES IN
THE USES OF TELEVISION IN EDUCATION

Conducted by

The Subcommittee on Television
of the
Commission on Research and Service

THE NORTH CENTRAL ASSOCIATION
OF COLLEGES AND SECONDARY SCHOOLS

July, 1961 to June, 1962

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INTRODUCTION

The Subcommittee on Television of the North Central Association of Colleges and Secondary Schools was first appointed in 1953 as an agency of the Association's Executive Committee. At that time, this ad hoc committee was to examine and explore a policy for education by television in terms of the particular function and objectives of the Association. In 1955, the Subcommittee on Television became a part of the Association's Commission on Research and Service and has continued to function under this aegis to the present time.

In 1959 under the chairmanship of Donald G. Emery, and with funds from the United States Office of Education under the National Defense Education Act, Title VII, the Subcommittee conducted a national seminar on the uses of television in education. The objective of the seminar was to assess existing knowledge in this area and to identify principles and practices which could be recommended with confidence to the member institutions within the Association. The initial response to the published report of this seminar was so favorable and wide-spread that the Subcommittee felt encouraged to develop plans for further and still broader dissemination of the information contained in the report.

In 1960 under the chairmanship of Richard B. Hull, the Subcommittee made a proposal to hold a pilot conference on the topic of "The Principles and Practices in the Uses of Television in Education." The conference would include as participants the state committee chairmen from the nineteen states in the North Central Association, representatives of the other five regional accrediting agencies, selected educational television authorities, and representatives of various national educational organizations. Under a contract with the United States Office of Education with funds from NDEA Title VII, this conference was held at The Ohio State University in November of 1960. The participants in this pilot conference unanimously recommended the adaptation and publication of the revised report of the 1959 Seminar, concerning the uses of television in education, as a basic tool for further dissemination. As a result of this recommendation, the contract for the Pilot Conference was amended on January 1, 1961 to make possible the publication and distribution of 25,000 copies of "The Uses of Television in Education."

Among the other recommendations made at this 1960 conference was one urging the NCA Subcommittee on Television to seek funds to help make possible the holding of further conferences for the dissemination of educational television principles and practices; and that the pilot conference should serve as the basic pattern for such future conferences, adapted when necessary to fit regional and local conditions, existing facilities and the audiences for whom they are intended. The representatives from each of the nineteen states within NCA made recommendations regarding their respective states' needs and desires for such future conferences. Several state delegations had suggested they meet in regional conferences because of mutual interests and problems, while other states felt their needs for further dissemination would best be met through local conferences confined to their own state.

Following the above recommendations, the NCA Subcommittee on Television drafted a proposal for a series of eight dissemination conferences involving all nineteen states within the jurisdiction of the North Central Association of Colleges and Secondary Schools. Of these conferences, five would be individual state meetings and three would be regional meetings involving several states at each one. In addition to conducting this series of conferences, the proposal included a plan to extend the influence of the 1959 Seminar and the 1960 Pilot Conference by working cooperatively with the five regional accrediting agencies outside the NCA area, to evaluate the effectiveness of the multiple dissemination conferences and to prepare a coordinated report of such activities as a composite guide for educators throughout the nation.

The conferences were to be structured along the lines recommended by the representatives at the 1960 Pilot Conference. In the five state conferences, West Virginia, Ohio, Indiana, Michigan and Illinois each requested financial assistance for securing consultants. In each of the three regional conferences requests were made for financial assistance in securing consultants and providing travel and subsistence expenses for invited participants. At the request of the several states involved, the regional groupings were made as follows: (1) Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin; (2) Arizona, Colorado, New Mexico and Wyoming; (3) Arkansas, Kansas, Missouri and Oklahoma.

The proposal, including a budget, for this dissemination project was submitted to the U. S. Commissioner of Education under the provisions of Title VII, Part B of the National Defense Education Act. On June 28,

1961 the United States Office of Education entered into contract with the North Central Association of Colleges and Secondary Schools for the dissemination activities outlined in the proposal of NCA's Subcommittee on Television.

PLAN OF OPERATION

Beginning in July, 1961 the Subcommittee on Television held a series of planning meetings for this dissemination project with officers of the Association, representatives of the other five regional accrediting agencies, and the chairmen of all NCA State Committees. During these planning meetings, conference locations and dates were selected and a director for each conference chosen, resulting in the following schedule:

1. State Conference, October 3-5, 1961
   WEST VIRGINIA
   Jackson's Mill, Weston, West Virginia
   Clarence A. Brock, Conference Director

2. State Conference, November 6-8, 1961
   INDIANA
   Memorial Center, Purdue University, Lafayette, Indiana
   John Henderson, Conference Director

3. State Conference, November 20-21, 1961
   OHIO
   Ohio Stater Inn, Columbus, Ohio
   Richard B. Hull, Conference Director

4. Regional Conference, December 14-16, 1961
   IOWA, MINNESOTA, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA, WISCONSIN
   Continuation Center, University of Minnesota, Minneapolis, Minnesota
   Robert J. Keller and John C. Schwarzwalder, Conference Co-Directors

5. State Conference, January 11-12, 1962
   MICHIGAN
   Kellogg Center, Michigan State University, East Lansing, Michigan
   Lawrence E. McKune, Conference Director

6. Regional Conference, January 15-17, 1962
   ARIZONA, COLORADO, NEW MEXICO, WYOMING
   Memorial Center, University of Colorado, Boulder, Colorado
   Everett V. Samuelson, Conference Director

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7. Regional Conference, February 17-19, 1962
   ARKANSAS, KANSAS, MISSOURI, OKLAHOMA
   Ramada Inn, Oklahoma City, Oklahoma
   Jake Smart, Conference Director

8. State Conference, March 6-7, 1962
   ILLINOIS
   Illini Union, University of Illinois, Urbana, Illinois
   Charles J. McIntyre, Conference Director

Once this schedule was established and the details confirmed, the NCA State Chairmen were instructed to proceed with compiling invitation lists of participants. It was anticipated that approximately 1,000 educational leaders from all of the nineteen states would be involved in this project. In addition to assisting in the planning of each conference program, members of the Subcommittee would be included among the speakers at each conference, particularly to present information based on the publication, "The Uses of Television in Education," the revised edition of the 1959 Seminar Report.

DISSEMINATION CONFERENCES

WEST VIRGINIA--October 3-5, 1961

The first conference of the project was held at Jackson's Mill, West Virginia. A total of 85 persons attended the three day meeting including representatives of the Governor's Office, the State Department of Education, the State Legislature, the Board of Education, both educational and commercial broadcasters, and all levels of education throughout the state. The program of the conference included many of the suggestions made at the 1960 Pilot Conference but was tailored to fit the specific needs of West Virginia, which at this time had no ETV station operating. The speakers chosen for this meeting were most appropriate and helpful to the participants since this was the first time a meeting had ever been called in West Virginia to discuss any statewide plans for the use of television in education.

The consultant selected for the conference assisted in redrafting a legislative bill in addition to offering general advice for state planning. A representative of the Southern Regional Educational Board, of which West Virginia is a member, attended the conference as an observer and offered considerable help in outlining what other states within SREB were planning and possible regional developments.

Some of the recommendations brought forth at the end of the conference were to establish a state agency for educational television (through the legislative bill drafted during the conference); to conduct detailed surveys to determine the state's educational needs and how television can be used to help meet those needs; and to study the revision of teacher-training with respect to the uses of new media in education. A full listing of the conference recommendations is included in the appendix.

Following the conference, Harry M. Brawley, Chairman of the West Virginia Department of Education's Television Advisory Committee and Educational Director of WCHA-TV, has been employed by the State Department of Education on a retainer basis to give some concentrated leadership in this area. County Committees have been organized to implement and coordinate activities in each county. State teams have held county workshops in cooperation with some of the County Committees.

On April 20 an open circuit television meeting was held over a special statewide network of commercial stations. Rather than calling all the County Committees to a state meeting, the State Advisory Committee held a meeting over television on the subject of educational television in West Virginia. Each County Committee was asked to meet in its local community, watch the ninety-minute television presentation and then plan its own procedures from that point. Through this program the Advisory Committee attempted to: (1) review the national picture in educational television; (2) outline the advantages and limitations of this media; (3) present a demonstration of a complete lesson by an expert teacher; and (4) look to the future by designating the steps that must be taken in West Virginia.

INDIANA--November 6-8, 1961

The three day conference was held on the campus of Purdue University at Lafayette, Indiana, with a total of forty nine persons attending, representing all levels of education throughout the state. The conference was designed to present a brief background of the development of educational television, to analyze and define the educational needs and problems facing Indiana, and to determine the most reasonable approaches leading to the fulfillment of the needs and solutions to the problems arising from the use of instructional television.

The speakers for the conference included university and high school administrators and teachers, representatives from the State Department of Public Instruction, and specialists in educational broadcasting and research. Many case studies were presented concerning instructional television throughout the state. At the present time these activities are being carried on independently by various institutions. During these discussions, it became quite apparent to the participants that there was now a pressing need for coordination and cooperation on a statewide basis.

Among the recommendations made during the conference, a complete list of which is in the appendix, were the establishment of a Division of Educational Media within the State Department of Public Instruction, to serve as a state agency for instructional television; the coordination among existing instructional television activities; increased pre-service and in-service training of teachers for using television; and that the NCA State Committee should continue to distribute reliable information concerning the use of television in education and should consider the formulation of guidelines for member schools wishing to use television.

Following the conference, an NCA Advisory Committee was formed with representatives of the School Superintendents Association, Elementary and Secondary Principals Associations, and the Indiana School Boards Association. This Advisory Committee has received information on educational television from the Indiana Conference plus case study reports of all activities in Indiana, the TV instruction program at Chicago City Junior College, MPATI, and others. This committee will continue to act as an information service on matters concerning television in education for all NCA member institutions in Indiana. In addition the NCA State Committee is planning to have discussions on educational television included in the program of the Junior-Senior High School Principals Workshop which will be held at the University of Indiana on August 9-11.

OHIO--November 20-21, 1961

There were 75 persons registered at this two-day conference which was held jointly with the annual meeting of the Ohio Council on Educational Television at the Ohio Stater Inn adjoining the campus of The Ohio State University in Columbus. The program of the conference was structured generally along the suggestions made at the 1960 Pilot Conference and included brief outlines of the development of educational television on both a national and state basis, case studies of various applications of television in education, a tour of the television facilities at Ohio State University, and discussions of mutual needs and problems in education throughout the state. Much of the discussion during the conference centered around the role of a statewide network of ETV facilities. The Ohio General Assembly had already established the Ohio Educational Television Network Commission as a permanent agency of state government and shortly prior to this conference, the governor appointed the members to this commission which will serve as the agency for the development of educational television in Ohio. Richard B. Hull, executive director of The Ohio State University Telecommunications Center was named Chairman.

Included in the recommendations made by the delegates to this meeting were the coordination of activities among the various agencies in the state concerned with educational television, such as the new Network Commission, the Ohio Council on Educational Television, the State Department of Education, the North Central Association of Colleges and Secondary Schools, etc.; that the role of the Network Commission be to improve the quality of instruction through statewide use of ETV; and that the Network Commission study the many problems and relationships arising from the use of television in education. A listing of all of the recommendations from this conference is included in the appendix.

At the closing session of the conference, the delegates unanimously adopted a resolution urging the passage of the "Roberts Bill" (HR-132), which was then in the House Rules Committee, and sent copies of the resolution to all of the Ohio members of the House of Representatives.

Following the conference, the State Board of Education established standards for school districts offering instruction by television and allotments of state financial aid if the standards are met. The FCC awarded construction permits for two new ETV stations, one to Ohio University at Athens and one to the Newark Public School System. The Ohio Educational Television Network Commission created the position of Executive Secretary who will be responsible for the management of Commission offices and personnel and for the performance of all Commission work as it relates to other departments of state and to every level of education in Ohio--elementary, secondary, college, university and continuing education.

A group of school superintendents, executive heads and county superintendents representing the WOSU-TV coverage area in central Ohio have held several meetings in recent weeks. This group, with several members of the WOSU-TV staff, has been discussing the potential need for educational television in the future. During these meetings the group selected a temporary chairman and approved a steering committee to plan for further meetings and has become legally incorporated as the Central Ohio Educational Television Foundation, a non-profit organization to further the development of educational television in this area.

The Educational Research Council of Greater Cleveland sponsored a demonstration on the educational uses of and an exploration of the status of educational television nationally and in Ohio and teacher attitudes toward the medium. Nearly 100 school superintendents and members of boards of education in the area were involved as were board members of The Greater Cleveland Television Education Foundation.

MICHIGAN--January 11-12, 1962

The Kellogg Center for Continuing Education on the campus of Michigan State University at East Lansing was the site of this two-day conference in which ninety-three people participated. Those attending the conference represented a broad selection of interests and responsibilities in education embracing all levels of instruction both public and private, legislative representatives, members of the State Department of Public Instruction, and educational broadcasters. The conference program provided an opportunity for the participants to gain an awareness and understanding of the development of educational television within Michigan and throughout the nation. In addition there was an opportunity to discuss the various problems and challenges which education faces today. Among the highlights of the conference, evidenced by the enthusiasm it engendered, was a tour of TV facilities on the campus, both closed circuit and broadcast applications, which gave the conference members a chance to see several examples of production and teaching techniques first hand. Excellent case studies from all groups producing televised education in Michigan provided for the first time in a statewide meeting, a complete discussion of the status and use of educational television within the state.

A significant presentation was made by J. Fred Murphy, President of the North Central Association of Colleges and Secondary Schools. Drawing from his long association and experience with NCA, Mr. Murphy outlined his views regarding "North Central Outlook on Television in Accrediting Schools." Because of the importance of this topic and its presentation at several subsequent conferences, a transcript of Mr. Murphy's speech is included in the appendix to this report.

Among the recommendations made at the conclusion of the conference were the unanimous support of the development of a state system of television for education as proposed by the State Superintendent of Public Instruction and the state Citizens Committee on Educational Television, and that the NCA State Committee keep the NCA member schools in Michigan informed of developments in educational television.

Following the conference, the planning committee mailed copies of Mr. Murphy's address to all conferees, to college presidents in Michigan and to the State Superintendent's office. This further dissemination was conducted at the request of many participants who attended the conference and wanted to extend this information in their own local areas.

ILLINOIS--March 6-7, 1962

A total of 147 people were registered for the two day conference held on the campus of the University of Illinois at Urbana. The participants came from all levels of education and many areas of associated interest. They included educational broadcasters, school board members, electronic equipment specialists and members of the state legislature. The conference gave a broad view of the development that has taken place in educational television and summaries of developments in Illinois and several Illinois case studies. These developments were related to the problems and decisions facing educators at the present time and during the next decade. Strong interest was shown in extending the present ETV facilities and uses in the state, the possibilities of exchange of materials through a statewide ETV service or network, and the need for coordination of efforts through state planning.

The conference called attention to the needs of education at all levels in Illinois and the critical problems in maintaining and improving instructional quality while extending educational opportunities to ever-increasing numbers of young people and adults. Experience and research throughout the nation and specifically in Illinois were cited to show that televised instruction is an effective procedure for maintaining and improving instructional quality and for assisting in the solution of some of the critical logistical problems of education.

Several resolutions were passed at the conclusion of the conference concerning the role of television in all areas of formal and informal education. These resolutions are included in the appendix of this report.

Following this conference, copies of the resolutions were widely distributed throughout the state by the State Superintendent of Public Instruction and by the Chairman of the State NCA Committee. At the University of Illinois, the resolutions on teacher-training and the general encouragement of educational television were disseminated to the faculty through the President's newsletter. The State Office of Public Instruction has also published a complete report of this conference for statewide distribution; and the expectation is that this report will be quite helpful to the state legislature's School Problems Commission. This Commission is undertaking serious study of the potential of instructional television through a representative study panel activated in 1962.

MINNEAPOLIS REGIONAL CONFERENCE--December 14-16, 1961--Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin

The Center for Continuation Study on the campus of the University of Minnesota at Minneapolis was the site for this three-day conference. Among the 126 people registered at the six state meeting were several state legislators, representatives of the various State Departments of Education, staff members from ETV facilities now in operation, teachers and administrators in both secondary and higher education, and lay citizens. Also among those attending were representatives of the Northwest Association of Higher and Secondary Schools and the New England Association of Colleges and Secondary Schools. The conference had a wide selection of speakers and authorities including the Honorable Elmer L. Anderson, Governor of Minnesota and the Honorable William Proxmire, U. S. Senator from Wisconsin.

During the conference a series of addresses, general meetings and group discussions explored the role of the North Central Association in educational television, the proposed Federal legislation, the current status and plans for the administration and development of educational television within the various states as well as the potential value of the proposed six state educational television network.

Through the facilities of the University of Minnesota and KTCA-TV (the Minneapolis-St. Paul ETV station), the participants had an opportunity to observe the operation of the local ETV station and the use of closed circuit television installations for providing direct teaching in aeronautical engineering, demonstrations in dentistry, and observation of classroom teaching in teacher education.

Following the general sessions, each state held separate discussion meetings to draft plans and recommendations for further ETV development within each state and among the six states comprising the proposed Upper Midwest Educational Television Network. Each state group presented its specific recommendations to the conference, complete listings of which are in the appendix. While the individual states were sympathetic to the potential inherent in the proposed six state educational television network, concensus was that at the present time there was a need within each state for a legally constituted statewide committee or commission to study the problems concerning educational television within the state, to recommend suitable administrative and policy procedures in the development of facilities and to coordinate public interest and develop public support for a statewide program.

Some of the activities which have taken place in this six state area since the conference are listed below.

Iowa

On May 8, the Iowa Joint Committee on Educational Television met to revive plans for a statewide educational television system. The joint committee is an organization of representatives of the State Department of Public Instruction which supervises public schools and the State Board of Regents and its state-supported colleges and universities. At the May 8 meeting, this committee voted to request that the governor appoint an official agency broadly representative of the educational interests in Iowa to work on state aspects of the new federal program of financial assistance for ETV facilities. The committee further asked that the governor instruct and empower the official agency to study how to develop a statewide system of non-commercial television in Iowa, design plans for this purpose and make reports and recommendations back to the governor. Committee members suggested that one of the first jobs of the governor's educational television agency might be to bring up to date a statewide educational television survey made in 1952.

Minnesota

On May 14 the first meeting was held of the Minnesota State Educational Television Commission recently established by Governor Anderson to coordinate a statewide development of ETV facilities. (This action was among the recommendations made during the NCA conference by the Minnesota participants.) John C. Schwarzwalder, General Manager of KTCA-TV, was appointed by the governor to serve as Chairman of the new commission.

Independent campaigns are being conducted to raise the necessary funds for activating reserved channel allocations in the Duluth-Superior, Appleton, and Fargo-Moorehead areas. The Twin City Area Educational Television Corporation, which now operates KTCA-TV, has already applied to the FCC for a second channel in the Minneapolis-St. Paul area. Plans are also being made for securing the funds to inter-connect the above stations forming the nucleus of a statewide ETV network service which would become part of the proposed upper midwest six state network. In program developments, KTCA-TV is planning to inaugurate a junior college curriculum on television beginning in the spring of 1963 with the research on this project carried on jointly by the University of Minnesota and the station.

Nebraska

Following recommendations made at the regional conference, a statewide conference on educational television was held on February 7 at Lincoln. Among the people attending this meeting were superintendents of larger schools not yet using educational television and not yet members of the Nebraska Council on Educational Television, and also state senators who were instrumental in passing legislative measures assisting the development of educational television in Nebraska. The meeting included visits to classrooms using televised instruction at both the elementary and secondary level, a tour of the KUON-TV studios on the campus of the University of Nebraska, and a progress report of Council-sponsored developments.

The Nebraska Council on Educational Television, on behalf of all educational interests in the state, has petitioned the FCC for reservation of five VHF channels to join with KUON-TV in establishing a statewide network. A decision from the FCC is currently being awaited.

A Nebraska State Committee on Educational Television has recently been appointed by the governor and has been given the mandate to investigate the further development of ETV for Nebraska. At the present time a survey is being conducted under the auspices of the State Committee to determine the necessary facilities for a statewide ETV network. Results of the survey will be presented to the Nebraska legislature at its next general session.

North Dakota

A Governor's Committee has been established to study the needs and make recommendations for educational television facilities. Appointed to this Committee was State Superintendent of Public Instruction M. F. Peterson who participated in the Minneapolis Conference. The Committee expects to meet soon to outline plans for study and further dissemination.

South Dakota

Several of the people attending the Minneapolis Conference have met regularly with the Legislative Research Council's Committee on Education to discuss the problem of educational television. The Legislative Research Council and the governor have directed the State Superintendent of Public Instruction and the Attorney General's Office to take the necessary steps to reserve educational television channels in Pierre and Rapid City for the purpose of making it possible to have a state ETV network. A committee has been appointed to seek funds to make a statewide study of the educational television program.

At the annual meeting of the State Secondary School Principals' Association, a portion of the meeting was devoted to a discussion of educational television generally and in particular the proposed state network, the upper midwest six state network, some of the problems involved in establishing a network, and the importance of reserving channels for such a network.

While no new stations will be established immediately, there is a considerable amount of interest in educational television. Many of the state organizations which are interested in education in general are endorsing the proposed state ETV network.

Wisconsin

Plans are under way to present a demonstration of educational television via closed circuit at the September meeting of the NCA member institutions in Wisconsin. The demonstration will be the cooperative effort of the NCA State Committee and WHA-TV, the University of Wisconsin ETV station.

BOULDER REGIONAL CONFERENCE--January 15-17, 1962--Arizona, Colorado, New Mexico, Wyoming

All general sessions for this three day conference were held in the Memorial Center on the campus of the University of Colorado at Boulder. Among the 109 persons registered at the conference, there was continuous comment that this was the first time such a meeting of educators had been called to discuss the development of educational television on statewide and regional bases. Certainly much of the high degree of enthusiasm displayed during the entire meeting was due to this opportunity to get together to compare notes and discuss plans for mutual benefit. In addition to delegations from the four NCA states there were representatives attending as observers from six other states within the Western Interstate Commission for Higher Education (the four NCA states in the conference are also members of WICHE).

One item drawing the four NCA states together in common interest is the fact that each state had large sections within its borders where population is sparse and widely scattered. Throughout the conference each state delegation became more enthusiastic about the potentials of using television as a distribution system for bringing quality education to all areas of the state. The participants were given a broad background of ETV development throughout the country and reports of individual operations in the four states involved. A demonstration of the instructional use of television was presented by closed circuit followed by a tour of the studio facilities on the Boulder campus. As in other conferences, such a tour gave many participants their first opportunity to see at close hand the impact and techniques of using television for educational purposes.

Among the recommendations coming from the individual state group meetings, primary consideration was devoted to the establishment of state committees or commissions for the development of educational television facilities. Among the other suggestions were more active cooperation among the several states in developing ETV facilities and resources, the inclusion of all levels of education in development plans and further dissemination of ETV information at local levels.

Following the conference several developments have taken place which are listed below.

Arizona

On March 30, 1962 a meeting was held to discuss the need and possible formation of an Arizona Television Advisory Council. Participants in the meeting represented the following offices and institutions: Governor's Office, State Superintendent of Public Instruction, University of Arizona,

Arizona State University, Arizona State College, Arizona Education Association, Arizona State Committee of the North Central Association. The participants in this meeting proposed that the State Board of Education be asked to consider the formation of an Arizona Television Advisory Council and they compiled a list of groups interested in educational television which were recommended for consideration as possible members of the proposed council. The results of this meeting were sent to the State Board of Education with the suggestion that the matter be included on the Board's future agenda.

Colorado

A Committee on Educational Television has been established by the State Department of Education following the recommendations made at the NCA conference held in Boulder. The elected chairman of the committee is James M. Ward, Director of Radio-Television, University of Colorado. During the summer the committee will study Colorado's needs for ETV facilities and conduct engineering surveys. It is hoped that by Fall plans will be well enough along to recommend the establishment of a permanent Colorado Educational Television Commission which would administer state and federal funds and serve to coordinate the development of facilities. Regarding further dissemination activities the University of Colorado is distributing a summary of the Boulder conference to all participants and to key persons throughout the thirteen state area of the Western Interstate Commission for Higher Education.

New Mexico

The Commission on Statewide Television for Educational Purposes is continuing with its plans of a state network using three VHF channels, one of which is in operation and action is now pending before the FCC on the other two. In addition the network will include about thirty translators to cover the more remote areas of the state. In recent meetings full agreement was given to this proposed network by the administrators from all levels of education throughout the state. With the assistance of a legislative finance committee, the plans for financing the entire network operation are being developed and will be presented to the General Assembly in the Fall.

Wyoming

Plans are being made to have a presentation on educational television at the annual Fall meeting of the Wyoming Education Association which will be attended by approximately 3,000 educational administrators and teachers. The president of the University of Wyoming has formed a study committee on educational television. This committee will study the needs for ETV and the nature of a state committee or commission to be formed at a later date. All planning from the beginning will involve all levels of education throughout the state and the State Department of Public Instruction.

OKLAHOMA CITY REGIONAL CONFERENCE--February 17-19, 1962--Arkansas, Kansas, Missouri, Oklahoma

A total of 171 persons registered for this three day conference which was held in the Ramada Inn at Oklahoma City. The program of the conference followed the basic plan of the others providing a general background of the development of educational television both nationally and locally, an ETV studio tour and demonstration, and an opportunity to discuss the various aspects of using television in education. The participants included legislature members from each of the four states, teachers and administrators from all levels of education, school board and P.T.A. members and staff personnel from several ETV operations. Also in attendance were representatives from four of the five other regional accrediting agencies who, as observers, assisted the Subcommittee in evaluating the entire project of dissemination conferences.

The status of ETV development varied greatly among the four states represented in this conference: Oklahoma has had a state educational television authority created by the legislature since 1953 and one of its ETV stations operating since 1956; Missouri has had one of its ETV stations, community owned, operating since 1954, but no statewide coordination or agency; Kansas has a state educational television agency with completed surveys and plans for a state network but as yet no stations on the air; Arkansas has a state educational television commission but as yet has developed no survey or plans for a state network and has no station in operation. This wide diversity was perhaps one of the reasons for the genuine interest displayed in the development taking place nationally. The comments most frequently heard indicated surprise that the use of television in education was so widely accepted and developed to such an advanced degree. When the four states met in separate discussion groups there was in evidence a sound enthusiasm and sense of direction within each group which was reflected in the groups' recommendations, complete lists of which appear in the appendix.

Regardless of the individual state's development, all of the four groups felt a pressing need for further distribution, at local levels, of accurate information concerning the potentials and present uses of television for the improvement of education in the state. Though some already had commissions or agencies for statewide development of ETV, the groups expressed the desire for the various State Departments of Education to take a more active part in the coordination of televised instruction and that all future planning for ETV development represent the interests of teachers, school administrators, legislators, educational broadcasters and lay citizens alike.

Below are listed some of the activities which have taken place in the four state area since this regional conference.

Arkansas

In March 1962 funds were allocated to the Arkansas Educational Television Commission which was created by the 1961 General Assembly for the purposes of study and planning. Membership on the Commission was completed, working committees selected and plans were formalized for holding a state conference on educational television later in the Spring. Robert L. Fleming of the NCA Subcommittee on Television assisted in the planning of this state meeting which would be held in Little Rock on June 8-9, 1962. Included in this conference will be members of the Commission and its committees and other key persons in education and the legislature. It is hoped that through this meeting plans can be developed for the immediate and future establishment of educational television facilities throughout Arkansas.

Kansas

Since the regional conference there have been several presentations regarding educational television through a series of Secondary School Principals' Conferences to which were also invited elementary principals and boards of education. L. R. Simpson, NCA State Chairman, reports that he has attended three meetings and that the Department of Education's Audio-Visual Consultant, Harold Caldwell, is scheduled for four more. A general conference on the uses of educational television for the Kansas City area is being planned by Ralph Johnson, Principal of Wyandotte High School, who attended the regional conference. The Kansas Association of School Boards has scheduled a major presentation on educational television for its annual meeting in Topeka, January, 1963.

Missouri

On May 1 a meeting was called by the State Commissioner of Education, Hubert Wheeler, which brought together 100 leaders of educational organizations and groups to hear about and discuss some of the current nationwide activities in the development of educational television. During the meeting reports were given concerning the statewide engineering studies being carried on by the Governor's study committee and some proposed plans for developing statewide television facilities. In St. Louis and St. Louis County, voters approved a new junior college district. Preliminary studies leading to organization of the district emphasized the importance of using educational television.

Oklahoma

Following the recommendation made during the regional conference to hold a state dissemination meeting, an Educational Television Conference was held in Oklahoma City on April 26. Approximately 100 people attended representing elementary and secondary schools, higher education and continuing education. The group agreed to organize local area meetings for further discussion with the hope of establishing more permanent bases of financing educational television for Oklahoma. The Oklahoma Education Association will include the discussion of educational television on the program of its Leadership Workshop to be held in August. Educational television will also be among the topics discussed during the county workshops for local teachers in the Fall.

POST CONFERENCE ACTIONS, REACTIONS AND DEVELOPMENTS

The Nineteen NCA States

This series of conferences has not been an end in itself. Many activities have taken place following these eight conferences and, in several cases, as a direct result of them. Specific programs of further dissemination have taken place or are definitely planned for fourteen of the states: Arkansas, Colorado, Illinois, Indiana, Kansas, Michigan, Missouri, Nebraska, Ohio, Oklahoma, South Dakota, West Virginia, Wisconsin and Wyoming. These various programs will bring current and significant information regarding the potentials of educational television to many, perhaps thousands, of the area's educators, legislators and general public who as yet have not had the opportunity to gain this information.

In six states there have been established or definite plans made for establishing new agencies to plan and coordinate the development of ETV facilities on a statewide basis. Resulting from recommendations made at the NCA conference held in Boulder, the Colorado Department of Education has formed the Colorado ETV Planning Committee. The governors of Nebraska and Minnesota have each appointed new agencies to plan and direct the development of statewide systems of educational television. In North Dakota the governor has appointed an ETV study committee. In Arizona and Wyoming there have been proposals made to form similar agencies which would be responsible for assisting and organizing statewide ETV systems.

In Ohio the State Department of Education has established standards for the use of televised instruction by schools. In Missouri voters approved plans for a new junior college which will provide for early consideration of using educational television in its design. In South Dakota the State Superintendent of Public Instruction and the Attorney General have been instructed by the Governor and the Legislative Research Council to take the necessary action for reserving ETV channels in the state for the purpose of establishing a possible state network.

Inter-Regional Interests

Through this dissemination project which encouraged the participation of the other regional accrediting agencies outside of the NCA area, a much greater interest and desire for inter-regional cooperation has developed. Following the conference held in Oklahoma City, representatives from four of the other regional accrediting agencies met with members of the NCA Subcommittee on Television. During the meeting several comments were made regarding the effectiveness of this project and how this experience might help other regions of the country. Albert J. Geiger from the Southern Association of Colleges and Secondary Schools stressed the importance of having other regions associated in a project such as this since it meets a fundamental need in national developments on a basis of mutual interest and concern. Representing the New England Association of Colleges and Secondary Schools, Alfred L. Villa said that a recommendation would be made to the association's executive committee to conduct similar dissemination meetings on educational television in that area.

The Western College Association held its annual meeting February 20-23. At one of the sessions of this annual meeting, C. H. Siemens gave a brief report on NCA's dissemination project on educational television, having just returned from the Oklahoma City conference which he attended as one of the Western Association's representatives. In relating his impressions and observations to the delegates of his association, he said, "In the educational uses of television, it must be readily admitted that the North Central states are far ahead of anything we have done in an organized manner on the West Coast."

After citing some specific developments and general plans for regional cooperation within the NCA area, he offered this advice: "It is evident that the schools and colleges of California must come to grips with the challenges presented by educational television. I can heartily recommend that some sort of dissemination conference be held, featuring as the principal resource personnel those persons who have had the experience of successfully using the new medium. It is my understanding that the Western Interstate Commission for Higher Education is planning a series of conferences to be entitled, 'Sharing Television as a Tool of Education,'--such meetings to be held throughout the 13 western states. I can endorse enthusiastically this plan and I hope that some other agencies such as the Western College Association will join in the sponsorship of such a dissemination conference, especially in California. Many studies have already been made in this field and much progress is in evidence. Therefore, it behooves any public school or college administrator to learn the facts and to plan in terms of these facts whenever he contemplates the improvement or updating of the instructional program at any level." H. J. Sheffield also a representative of the Western Association of Schools and Colleges later wrote, "The dissemination conference held in Oklahoma City last weekend was, I believe, one of the outstanding meetings of its type that has been held in the brief history of ETV. I thoroughly enjoyed the entire meeting and look forward to some profitable outcomes for the Western Association of Schools and Colleges that will come from my attendance at your meeting. Both Dr. Siemens and I join in complimenting you on the outstanding work being done in this area by the North Central Association."

At the regional conference held in Boulder there were observers attending from several of the states within the Western Interstate Commission for Higher Education (WICHE). As a result of the impressions received during this conference, WICHE sponsored a similar regional conference in Seattle, Washington on April 23-24. This meeting was attended by fifty-six persons from the states of Idaho, Montana, Oregon and Washington. Participants included state legislators, governors' representatives, college and university presidents and deans, local school superintendents and their deputies, members of state boards of education, university trustees, lay citizens and educational broadcasters. In writing of this conference, Terry F. Lunsford, Director of Special Programs for WICHE, said that the growing interest in ETV among educators shown at the Boulder meeting, plus the imminence of federal grants for ETV construction, indicated a Northwest conference would be helpful. He added, "I believe that the NCA is to be congratulated for concentrating its conference efforts on educators and state officials, rather than on the relatively well-informed educational broadcasters themselves. The persons in policy-making positions in our schools, colleges and universities must see the potential of TV for solving educational problems before it can be expected to interest them, and this has been the focus of WICHE's interest in the medium."

Ralph Steetle who served as a special consultant for two of the NCA conferences was also instrumental in planning the WICHE conference. Mr. Steetle, for many years the Executive Director of the Joint Council on Educational Television, is currently Associate Dean and Director of the Department of Educational Media, Oregon State System of Higher Education. An interesting and gratifying observation was made by Mr. Steetle, particularly in view of his background and perspective, when in commenting on his participation in the NCA conferences and on the total dissemination project, he wrote: "I believe that the NCA sponsored conferences have represented the best use of the Title B funds of NDEA Title VII. I base this evaluation on two factors. First, the auspices of a major accrediting association provide an excellent framework for the examination of ETV. The NCA does not exist for the purpose of promoting ETV; rather its major concern is with the quality of teaching and learning in the institutions under its jurisdiction. The resulting objectivity is an ideal attitude to bring to bear on the study of a subject frequently the victim of its own enthusiasts. The second factor I believe responsible for the success of the conferences was the nature of the conferees. Contrary to the usual practice, the educational media people did not talk to themselves, but shared their information with representatives of all levels of education who require this knowledge for the decisions that must be made now and in the future."

Perhaps the most significant result of this dissemination project was a comment that was heard by many Subcommittee members at all of the conferences to the effect that, 'This is the first time we (educational administrators, teachers, legislators and lay citizens) have ever gotten together to talk about educational television."

EVALUATION

Evaluation of these eight dissemination conferences is a qualitative analysis representing the composite judgment of the NCA Subcommittee on Television, the ex officio members of the Subcommittee (who represent the NCA Commission on Research and Service and the NCA presidential office), the delegates from other regional accrediting agencies who assisted in the planning and post-conference review of the meetings, and the project coordinator.

Opinions and comments made by the hundreds of people who participated in this series of meetings, systematically recorded and synthesized at the end of each conference, observations made by representatives of other regional accrediting agencies, and impressions received by members of the Subcommittee responsible for organizing and conducting this project furnished the basis for the evaluation.

A. The general concensus was that these dissemination conferences were successful as shown by the variety and scope of positive educational television activity following the meetings, the changed attitudes of participants from little or no interest or positive objection to television as an instrument of instruction to high interest and positive support, the verbal and written commendations furnished to the Subcommittee by participants, and the continuing dissemination of materials and ideas which participants undertook within their own states and regions subsequent to the conference.

B. It would appear that the 1960 program format, program content, and cross-sectional representation plan developed as a result of the "Pilot Conference on the Dissemination of Principles and Practices in the Uses of Television in Education," proved highly effective in the orientation of groups and individuals largely unfamiliar with the instructional applications of this new medium.

A combination of face-to-face dissemination of information, carefully combined with actual working demonstrations of the television medium with ample opportunity for discussion and the requirement that participants formulate an action plan in terms of their particular educational needs, appears to be a highly effective method of orientation.

Groups of responsible leaders were brought together to gain information about issues of mutual concern and to discuss new developments bearing on their solution. The participants were given reports of the development of educational television throughout the entire country and in each local area; they were provided with viewpoints from various areas of educational interest such as their State Department of Education, state and federal legislators, leaders in education and research, specialists in educational television, and their own regional accrediting association. From such a perspective and with a personal knowledge of the problems facing education in their own state these participants, some for the first time, were able to see how educators can utilize television in the fulfillment of educational goals and the improvement of the nation's future.

C. While it was concluded that these conferences were successful, there are changes which could be made with some items being strengthened and others shortened. For this reason it seems appropriate that a more specific analysis be made of the conferences.

1. The attendance at the conferences was good with an average of about 100 people at each one. The selection of participants was varied with representation from both secondary and higher education, legislative bodies, educational broadcasting and lay people. However, more attention could be given to insure better attendance by teachers who will utilize the medium, as well as administrators and legislators whose support is so necessary when it comes to discussing financing plans. The wide variety of levels and persuasions from which the participants were personally able to draw was certainly a compelling factor in the spirit of cooperation and enthusiasm engendered during the conferences.
2. The individual state conference was especially effective where a good deal of planning and development had already taken place and attention now needed to be focused on specific problems or issues. For more general orientation and dissemination purposes, the regional conference encouraged broader discussion and interest. The regional meetings: (1) dispelled the feeling of isolation when other states' problems were presented at the same time; (2) generated a sense of availability of mutual aid from others so that action steps might be more possible; (3) established the groundwork for interstate planning and at the same time a feeling of rivalry and pride among the states which could precipitate quicker development within the states; and (4) provided a

better opportunity to inspect a problem from several points of view.

3. The conference programs were effective and useful judging from the participants' reactions. The programs included individual and panel presentations, demonstrations, tours, general discussion periods and small group discussion sessions. The sessions which appeared to make the most useful contributions, once an overview or background was given, were the demonstration-tours and the small group discussions. The tours of ETV facilities and examples of how television was being used in the classroom gave participants a chance to actually see for themselves what previously they had just been talking about.
4. The group discussions provided an opportunity for the participants to start working on tangible local problems rather than merely listening to accounts of what others had done. In some cases it was apparent that insufficient time had been allowed for this type of meeting. A technique which was very effective and could have been used more was the use of television itself as the medium for presenting information about television.

It was an extremely fortunate circumstance to have the North Central Association of Colleges and Secondary Schools as one of the sponsoring agencies for these conferences. All too often professional educators make the assumption that the use of televised instruction will in some way place their accreditation status in jeopardy. The fact that the NCA is the oldest and largest accrediting body in the region, that educational television is not its sole function, and that NCA has conducted seminars and disseminated information on the instructional uses of television, have all helped to allay these concerns on the part of teachers and administrators. As a consequence, this series of NCA conferences may well stimulate a type and kind of experimentation in televised education impossible without such auspices. Another beneficial aspect of NCA's role in this project is the Association's structure of individual state committees with whom all planning for the conferences was carried on. In each conference, whether state or regional, deference was given to the leadership and influence of each state's NCA organization whose reputation of assistance and respect gained a solid support for the project.

In the effort to evaluate these eight dissemination conferences, there has been a deliberate attempt to avoid stating the personal and individual reactions of the Subcommittee members charged with the conduct of the program. However, one observation by the project coordinator may be appropriate in summing up the total impact of the conferences. Every member of the Subcommittee spent an extraordinary amount of time in preparation for and performance during these conferences. Interest and willingness to serve seemed to grow from one meeting to the next. During the evaluation discussions which followed the last of the conferences, there was a frequently expressed feeling common to all: "These state and regional conferences have been high points in my professional experience."

RECOMMENDATIONS

It is of vital importance in any dissemination project to create an atmosphere of objectivity and open-mindedness. Therefore, it is advantageous to have as sponsor an organization which is respected (in the area of concern, by its own constituency, and related groups) and which is interested but impartial with regard to the content and results of such a project.

A. The regional conference format, involving at least four states, appears to be the most desirable grouping for a general orientation conference, permitting a broader viewpoint and more varied examination of problems. However, when discussions centered around already defined and more specific issues, the individual state conference was a more natural kind of meeting. In any event, a given conference seemed to be most successful when limited to two full days or from noon on the first day to noon on the third day. It also seems desirable that a conference should draw together around 100 people or more for the sharing of ideas and planning of future actions. A wide variety of people on several levels of education and educational administration should be selected as participants; and steps should be taken to insure representation from all areas of allied interest, particularly those having an influential bearing on any future developments, such as legislative bodies and boards of education.

B. The conference program should include a wide usage of visual materials in the presentations. It is extremely effective to use the medium of television itself to tell the story of how television can be employed in education, an application so obvious it can easily be overlooked. Tours of television facilities and demonstrations of their various instructional applications should be incorporated into the first half of the conference. By so doing, questions about the technical and program-production aspects of television can be answered early in the meeting for those to whom these areas are unfamiliar, thus avoiding any prolonged doubt or confusion.

C. Once the formal presentations have provided sufficient background, several periods should be allowed for both general and small group discussions pointed to action and problem-solving objectives. In the regional multi-state conference, meetings of the individual state delegations to discuss courses of action and to draft recommendations should be scheduled toward the end of the conference. In fact, all other sessions should be pointing toward these smaller discussion groups where the participants themselves can act on what they have heard and seen. Reports coming from these meetings provide an important function within the conference since they crystallize the group's thinking concerning the actions necessary in stimulating and gaining the support of key authorities.

As a guide for others wishing to conduct similar dissemination projects, the above recommendations have been synthesized into a typical conference program which appears on the following page.

REGIONAL CONFERENCE ON TELEVISION IN EDUCATION

1ST DAY

REGISTRATION 1:00

OPENING SESSION 2:30

Address: "THE NEEDS OF EDUCATION IN OUR TIME"
(Speaker is prominent educator in region)

Symposium: "THE USES OF TELEVISION IN EDUCATION"

Speakers:
(Panel of four to present examples of the various applications and research in areas of elementary, secondary, higher and continuing education)

CONFERENCE RECEPTION 5:00
(allowing time for informal discussion)

DINNER SESSION 6:00

Address: "EDUCATIONAL TELEVISION: A NATIONAL OVERVIEW"
(Speaker is recognized authority in ETV, invited to serve as consultant to the conference in offering advice and appraising any recommendations made)

EVENING SESSION 8:00

Visit to production studios of a television station, preferably ETV, to see equipment and studio layout. While there a presentation of examples of educational programs at several levels of instruction on VTR, and a demonstration of a live studio production with the audience able to hear the directions given on the production crew's intercom as well as the studio sound pick-up being broadcast.

2ND DAY

MORNING SESSION 9:00

Topic: "THE DEVELOPMENT OF ETV FACILITIES"

Symposium: "WHAT'S HAPPENING IN THE FOUR STATES"

Speakers:
(Panel of four, one knowledgable representative from each state)

Address: "SIGNIFICANT PLANS IN OTHER AREAS"
(Case studies of successful statewide developments presented by ETV authority, preferably from within the four state area)

General Discussion

LUNCHEON SESSION 12:00

Address: "'THE ASSOCIATION' AND EDUCATIONAL TELEVISION"
(Speaker is officer of sponsoring agency)

2ND DAY

AFTERNOON SESSION 2:00

Topic: "THE IMPLICATIONS OF EDUCATIONAL TELEVISION"

Speakers:
(Panel of four or five speakers to make individual presentations from such viewpoints as:

CURRICULUM DEVELOPMENT—
State Superintendent of Education

TEACHERS AND TRAINING—
Dean of College of Education

FINANCING FOR EDUCATION—
Chairman of Legislative Fiscal Body

REGIONAL COOPERATION—
Officer of national organization in ETV

SCHOOL ACCREDITATION—
Officer of Regional Accrediting Agency

DINNER SESSION 6:00

Address: "ETV AND THE CHALLENGE BEFORE US"
(Speaker possibly a Committee Chairman or Officer of sponsoring agency)

EVENING SESSION 7:30

Each state group will meet separately to discuss present needs and future plans.

3RD DAY

STATE GROUPS SESSION 8:30

Each state group will meet to formulate a report of its deliberations and recommendations to be presented at the next general session.

MORNING SESSION 10:30

Topic: "STATE REPORTS"
(Chairmen of the four groups will make the presentations)

CLOSING LUNCHEON 12:30

Address: "THE NEXT STEPS IN EDUCATIONAL TELEVISION: A CRITIQUE AND RECOMMENDATION"
(Speaker is invited Conference Consultant)

ADJOURNMENT 2:00

WEST VIRGINIA STATE CONFERENCE ROSTER

Ault, Chalmer	Assistant Superintendent of Schools, Upshur County Schools, Buckhannon, West Virginia
Anderson, Floydelh	Professor, West Virginia State College, Institute, West Virginia
Anderson, Newton	Principal, Buckhannon-Upshur High School, Buckhannon, West Virginia
Bartlett, Paul C.	Superintendent, Taylor County Schools, Grafton, West Virginia
Bobbitt, Mrs. Snowe	Supervisor of Visual Education, Ohio County Schools, Wheeling, West Virginia
Bockenstein, Walter	Professor of Speech, West Virginia University, Morgantown, West Virginia
Boggs, Earl	Dean, West Virginia University, Morgantown, West Virginia
Brawley, Harry	Director of WCHS-TV, Charleston, West Virginia
Brisbane, John	Superintendent Pleasant County Schools, St. Marys, West Virginia
Brock, Clarence	Supervisor of Secondary Schools, Room W-119, Capitol Building, Charleston, West Virginia
Brown, R. R.	Director WOAY-TV, Oak Hill, West Virginia
Bryant, Elliott	Professor, Alderson-Broaddus College, Philippi, West Virginia
Buell, Stephen	Assistant Professor of Speech, Marshall University, Huntington, West Virginia
Buskirk, Opal	Principal, Stirrat Elementary School, Stirrat, West Virginia
Capehart, Mrs. Jack	3rd Vice President, West Virginia Congress of Parents and Teachers, Kenova, West Virginia
Clower, Clem	Professor, Salem College, Salem, West Virginia
Davis, Reed	Dean, West Virginia Institute of Technology, Montgomery, West Virginia
Dean, Charles	Principal, Gary High School, Gary, West Virginia
DePoy, Mrs. Marjorie	Consultant, State Department of Education, Capitol Building, Charleston, West Virginia
Eastburn, Mrs. Ida	Supervisor of Special Education, Mason County Schools, Pt. Pleasant, West Virginia
Farren, O. B.	Principal, St. Marys High School, St. Marys, West Virginia
Fife, John	Principal, Barboursville High School, Barboursville, West Virginia
Florence, B. W.	Communications Engineer, C. & P. Telephone Company, Charleston, West Virginia
Frye, Kenneth	Superintendent, Hardy County Schools, Moorefield, West Virginia
Games, Charles E.	Elementary Supervisor, Marshall County Schools, Moundsville, West Virginia
Garten, C. T.	Director of WSAZ-TV, Huntington, West Virginia
Gibson, A. J.	Executive Secretary, North Central Association, Commission on Secondary Schools, 1904 East Washington Street, Charleston, West Virginia
Goldsworthy, James	Principal, Keyser High School, Keyser, West Virginia

Gose, Stuart A.	Assistant Superintendent, Mingo County Schools, Williamson, West Virginia
Gump, Larney	Principal, Barrackville High School, Barrackville, West Virginia
Harris, Virgil	Principal, Green Bank High School, Green Bank, West Virginia
Hensley, Myron B.	Principal, Lincoln Elementary School, Huntington, West Virginia
Hughes, Bernard	Superintendent, Hampshire County Schools, Romney, West Virginia
Humphreys, Robert	Principal, Point Harmony Elementary School, Charleston, West Virginia
Hurley, K. Duane	President, Salem College, Salem, West Virginia
Jordan, Lawrence V.	Professor, West Virginia State College, Institute, West Virginia
Juergensmeyer, C. W.	Principal, Logan High School, Logan, West Virginia
Knapp, Zelda	General Supervisor, Mason County Schools, Point Pleasant, West Virginia
Kyle, Richard	Technical Assistant, Governor's Office, State Capitol Building, Charleston, West Virginia
Losh, Lawrence	Assistant Superintendent, Preston County Schools, Kingwood, West Virginia
Maddy, Irvin	Superintendent, Summers County Schools, Hinton, West Virginia
McColloch, W. J.	Principal, Magnolia High School, New Martinsville, West Virginia
McCoy, O. N.	Principal, Webster Elementary School, Wheeling, West Virginia
McCracken, J. Hubert	Head Teacher, Wellsburg High School, Wellsburg, West Virginia
McGee, S. T.	Superintendent, Mineral County Schools, Keyser, West Virginia
McKee, Mrs. K. S.	c/o K. S. McKee, Potomac State College, Keyser, West Virginia
McKee, K. S.	Dean-Registrar, Potomac State College, Keyser, West Virginia
Martin, H. G.	Principal, Warwood High School, Wheeling, West Virginia
Martin, Mrs. Lureata	Director of Vocal Music, Cabell County Schools, Huntington, West Virginia
Merical, Mrs. Mabel	Principal, Nitro Elementary School, Nitro, West Virginia
Michael, Paul	Principal, East Fairmont High School, Fairmont, West Virginia
Miller, Delmas	Director, University High School, Morgantown, West Virginia
Murray, Mrs. Evelyn	Consultant, State Department of Education, Capitol Building, Charleston, West Virginia
Near, Hubert	Associate Professor of Education, West Virginia Institute of Technology, Montgomery, West Virginia
Nutter, Herbert	Principal, Barboursville Junior High Schools, Barboursville, West Virginia
Perry, Mrs. Fred L.	402 West 10th Avenue, Huntington, West Virginia

Phillips, Harry	Math Specialist, State Department of Education, Charleston, West Virginia
Queen, Bernard	Superintendent, Wayne County Schools, Wayne, West Virginia
Roush, Walden F.	Superintendent, Mason County Schools, Point Pleasant, West Virginia
Santrock, John	Principal, Nitro High School, Nitro, West Virginia
St. Clair, John T.	Assistant Superintendent of Schools, Room W-119, State Capitol Building, Charleston, West Virginia
Sites, Thomas	Assistant Superintendent. Grant County Schools, Petersburg, West Virginia
Shannon, E. S.	Superintendent, Wood County Schools, Parkersburg, West Virginia
Slack, Mary Virginia	Director, Public Relations, C. & P. Telephone Company, Charleston, West Virginia
Smith, Rex M.	State Superintendent of Schools, Room W-142, State Capitol Building, Charleston, West Virginia
Starcher, Genevieve	Director of Teacher Preparation and Professional Standards, Room W-111, State Capitol Building, Charleston, West Virginia
Stein, Frank	Professor of English, Concord College, Athens, West Virginia
Stein, Mrs. Rose Lee	c/o Frank Stein, Concord College, Athens, West Virginia
Stevenson, Charles	Superintendent, Monongalia County Schools, Morgantown, West Virginia
Straley, Harry	Dean, Morris Harvey College, Charleston, West Virginia
Tolley, N. P.	Principal, Bridgeport High School, Bridgeport, West Virginia
Turley, George	Dean of Men, Fairmont State College, Fairmont, West Virginia
VanCamp, C. G.	Director of Educational Broadcasting, West Virginia University, Morgantown, West Virginia
Vorhees, Garry	Program Director, WTRF-TV, Wheeling, West Virginia
Wells, C. P.	Principal, Nicholas County High School, Summersville, West Virginia
Wimer, Charles,	Principal, Keyser Elementary School, Keyser, West Virginia
Wood, George Jr.	Supervisor & Attendance Director, Wetzel County Schools, New Martinsville, West Virginia

NCA-TV Subcommittee Representatives

Emery, Donald	Superintendent of Schools, Shaker Heights, Ohio
Fleming, Robert	Principal, South High School, 133 West Florida Avenue, Youngstown 7, Ohio
Giese, Raymond C.	Television Project Coordinator, 2470 North Star Road, Columbus 21, Ohio
Hull, Richard B.	Director of Telecommunications Center, Ohio State University, 2470 North Star Road, Columbus 21, Ohio
McKune, Lawrence E.	Television Coordinator Producer, Michigan State University, East Lansing, Michigan

Murphy, J. Fred	**President, NCA, Broad Ripple High School, Indianapolis, Indiana**
Vroman, Clyde	**Director of Admissions, University of Michigan, Ann Arbor, Michigan**

Consultant

Bronson, Vernon	**Survey Coordinator, National Association of Educational Broadcasters, 1346 Connecticut Avenue, Washington 6, D. C.**

INDIANA STATE CONFERENCE ROSTER

Adams, Ruth	Social Studies Teacher, Reitz High School, Evansville 12, Indiana
Bohnhorst, Ben A.	Director of Professional Services, MPATI, Purdue University, Lafayette, Indiana
Borders, Phillip	Principal, North Judson High School, North Judson, Indiana
Brewer, S. H.	Curriculum Coordinator, Perry Township School, 1130 East Epler Avenue, Indianapolis 27, Indiana
Coleman, Leonard	Burris School, Ball State Teachers College, Muncie, Indiana
Cook, Leroy L.	Director of Inspection, State Department of Public Instruction, State House #227, Indianapolis 4, Indiana
Cooper, D. H.	Director, Division of Education, Purdue University, Lafayette, Indiana
Sister M. Good Counsel	C.S.C., Principal, St. Joseph's High School, 3610 Miami Road, South Bend, Indiana
Cover, Fay	Director, AV Education, Kokomo Schools, Kokomo, Indiana
DeVaney, Grace	Principal, Garfield High School, Terre Haute, Indiana
Doran, Roger	Assistant Director of Public Information, MPATI, Purdue University, Lafayette, Indiana
Gillespie, F. H.	Superintendent of Schools, Monticello, Indiana
Ginn, Cleon	Principal, Kewanna High School, Kewanna, Indiana
Godbold, B. D.	Executive Vice President, MPATI, Purdue University, Lafayette, Indiana
Henderson, John	Educational Supervisor, Radio-TV, Purdue University, Lafayette, Indiana
Hinshaw, Ray S.	Teacher, Shelbyville High School, Shelbyville, Indiana
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Johnson, Ralph C.	Principal, Wyandotte High School, Kansas City, Kansas
Kahler, Dan	Principal, Senior High School, Arkansas City, Kansas
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Cox, Mrs. Leonard	Classroom Teacher, Southeast High School, OklaHome City, Oklahoma
Dacus, Senator Byron	District No. 6, Gotebo, Oklahoma
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Dunn, John	Director of TV Authority, University of Oklahoma, Norman, Oklahoma
Eaton, Frank	Superintendent of Schools, Foyil, Oklahoma
Fleming, Garwin	Principal, Classen High School, Oklahoma City, Oklahoma
Frisbie, Wesley	Superintendent of Schools, Ochelata, Oklahoma
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Hurst, Elmo	House of Representatives, Mangum, Oklahoma
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Jackson, Dr. Joe	Dean of College, Central State College, Edmond, Oklahoma
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Kennedy, Leona	Elementary Coordinator, Edmond Public Schools, Edmond, Oklahoma
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APPENDIX

Section 2

STATE REPORTS FROM CONFERENCES

STATE REPORTS FROM CONFERENCES

The reports contained in this section were made by the various small discussion groups during the conferences. As a reference for the recommendations found in these reports, the ETV stations in operation or under construction within the 19-state NCA area are listed below.

Arizona
    Tempe (Phoenix), KAET, Channel 8
    Tucson, KUAT, Channel 6

Colorado
    Denver, KRMA-TV, Channel 6

Illinois
    Carbondale, WSIU-TV, Channel 8
    Chicago, WTTW, Channel 11
    Urbana, WILL-TV, Channel 12

Indiana
    Bloomington, Channel 30

Iowa
    Des Moines, KDPS-TV, Channel 11

Kansas
    Lawrence, Channel 11
    Manhattan, KSAC-TV, Channel 8

Michigan
    Bay City, Channel 19
    Detroit, WTVS, Channel 56
    East Lansing, WMSB, Channel 10
    Kalamazoo, Channel 46
    Mt. Pleasant, Channel 14

Minnesota
    Duluth, Channel 8
    Minneapolis-St. Paul, KTCA-TV, Channel 2

Missouri
    Kansas City, KCSD-TV, Channel 19
    St. Louis, KETC, Channel 9

Nebraska
    Lincoln, KUON-TV, Channel 12

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Manhattan, KSAC-TV, Channel 8

Michigan
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Detroit, WTVS, Channel 56
East Lansing, WMSB, Channel 10
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Minneapolis-St. Paul, KTCA-TV, Channel 2

Missouri
Kansas City, KCSD-TV, Channel 19
St. Louis, KETC, Channel 9

Nebraska
Lincoln, KUON-TV, Channel 12

New Mexico
Albuquerque, KNME-TV, Channel 5

North Dakota
Fargo, Channel 13

Ohio
Athens, WOUB-TV, Channel 20
Cincinnati, WCET, Channel 48
Columbus, WOSU-TV, Channel 34
Newark, WGSF-TV, Channel 28
Oxford, WMUB-TV, Channel 14
Toledo, WGTE-TV, Channel 30

Oklahoma
Oklahoma City, KETA-TV, Channel 13
Oklahoma City, KOKH-TV, Channel 25
Tulsa, KOED-TV, Channel 11

South Dakota
Vermillion, KUSD-TV, Channel 2

Wisconsin
Madison, WHA-TV, Channel 21
Milwaukee, WMVS-TV, Channel 10
Milwaukee, Channel 36

WEST VIRGINIA CONFERENCE ON EDUCATIONAL TELEVISION

Proposed Plan of Procedure

Steering Committee of the Advisory Committee on
Educational Broadcasting to the
West Virginia Department of Education
Harry M. Brawley, Chairman

The steering committee of the Advisory Committee on Educational Broadcasting to the West Virginia State Department of Education wishes to submit the following proposed plan of procedure for West Virginia. When this plan has been placed in a final form acceptable to this North Central Conference on Educational Television, it will be submitted to the full membership of the Advisory Committee for recommendation to the State Superintendent of Schools.

1. Recognizing the need for a central authority to supervise the growth of educational broadcasting in West Virginia and to receive whatever funds may become available to further such growth and development, the committee recommends that the State Department re-examine its proposed legislation to create such an authority and redraft it to conform to the ideas and objectives which may be the outgrowth of this and other meetings of similar nature, should such be held. The committee further recommends that the Governor of the State of West Virginia be respectfully requested to include the consideration of such a bill in his call for the 1962 session of the legislature as the first step toward what he has stated as one of his objectives; i.e., the renovating, upgrading and modernization of the entire educational program of West Virginia.

2. The committee recommends that the State Department of Education proceed as rapidly as possible, using whatever resources can be assembled, with a complete state wide survey on how educational broadcasting can help meet the educational needs of West Virginia.

3. In order that what progress has been made will not be brought to a halt while the above steps are pending, the committee recommends that the following projects be given serious consideration by the State Department of Education, and that--if this program of action is adopted--other departments of government and appropriate interested organizations be invited to help.

   Before listing the projects, let us offer a word of explanation. West Virginia is rapidly approaching its centennial year--1963. Already much has been done to remind the citizens of the State of their heritage and of the prospects for the future. The committee feels that it is to this end that our educational broadcasting efforts might well be directed in order to gain the support of all who are interested in the centennial effort.

a. The committee recommends that the State Department of Education immediately initiate a program of enrichment for the teaching of West Virginia history and for the West Virginia club work in our elementary and junior high schools. This could be done by radio and television. Many organizations, both educational and otherwise, could be enlisted to help in such a project and the programs to be presented could cover a variety of types from direct teaching to simple dramatizations of the high spots of West Virginia history. These programs would serve not only an educational need for the schools, but would provide valuable information for the public as well.

b. For the high school level, the committee recommends that the State Department of Education enlist the support of the state associations of secondary principals and superintendents in presenting programs over local radio and television stations. The nature of such programs should be determined by the educators in each area. The superintendent of schools in each county, in cooperation with his secondary principals, should be urged to contact the managers of the local stations covering their areas, and enlist their support and aid in planning and producing programs which will meet a local need and which will fit into the general program of emphasizing West Virginia's history and general potential for facing the future. Such an approach will encourage interest in educational broadcasting on a local level, and will bring hundreds of principals, teachers, and superintendents into direct contact with educational program planning and production.

c. On the college and adult education levels, the committee recommends that the State Department of Education identify itself definitely with the current interest in conservation education. For many years the State Conservation Commission, now a part of the larger scope of the State Department of Natural Resources, has been attempting to train teachers in conservation education on a piecemeal hit or miss type of program. They have conducted workshops and two years ago cooperated in the presentation of a Television Classroom course on Conservation of Non-renewable Resources. The State Conservation Council would like to cooperate in a state wide effort to educate not only teachers and students, but also the public on the necessity of wisely using our great natural heritage. This Council and the State Department of Natural Resources will cooperate in the production and presentation of a telecourse on as many commercial television stations as will carry it, and to be accepted for credit by as many of our state institutions of higher education as are willing to do so.

If these recommendations are adopted, West Virginia could very easily have an expanded and coordinated educational broadcasting service on the air over existing stations by the fall of 1962.

4. Recognizing the need for teacher training in both program production and program utilization in the classroom (and here we include using the many cultural and public affairs programs now on the air), the committee recommends that the State Department of Education undertake as soon as

possible by all means feasible, a state wide effort toward this end. The committee further recommends that the teacher training institutions which have made beginnings along this line expand their efforts and that others which have no such courses or units of such training in more general courses, institute them with all possible speed commensurate with their satisfactory presentation.

5. The committee recommends that all appropriate means be employed to gain public support for educational broadcasting. If everyone at this conference would take every opportunity to speak in behalf of these newer media of education, the word could be spread in a short time. If the public is alerted to the possibilities offered by broadcasting in the drive to improve West Virginia schools and colleges, increased legislative support cannot be long delayed. Parent Teacher Associations, civic and service clubs, women's clubs, garden clubs, and many other organizations will provide ideal forums for such speeches and discussions.
6. The committee recommends that the State Department of Education encourage and enlist the support of all appropriate organizations--such as the Southern Regional Education Board and others--to the end that the objectives of this report may be achieved with all possible dispatch.

In conclusion, the committee wishes to express its deepest appreciation to the North Central Association for providing this state wide conference on the Uses of Educational Television. We are pleased and proud that West Virginia has had the first of these meetings following the pilot conference at Ohio State University last November. We are extremely happy and gratified with the response and show of interest from all parts of the State and from all levels of education. We feel that now--at long last--we are on our way.

INDIANA CONFERENCE ON INSTRUCTIONAL TELEVISION

Conclusions and Recommendations

GROUP I: Role of the Indiana State Department of Public Instruction in the Area of Instructional Television.

1. There is a definite need for coordination among the ITV programs, such as SWIBTV, Kentuckiana, MPATI, and ITV programs conducted by other colleges and universities in Indiana.

2. In view of the strong possibility that federal legislation will be enacted by the present Congress, allocating funds to the several states to assist in the establishment of state wide facilities for TV, a television agency at the state level should be established. This need could be met through the establishment of a Division of Educational Media in the State Department of Public Instruction. Such an agency could not only provide the needed coordination among the various groups within the state but could also provide needed coordination among the various media such as radio, audio-visual and television.

3. To implement this program there should be at least a director and a supervisor, both appointed by and responsible to the State Superintendent of Public Instruction.

4. It is recommended, therefore, that the State Committee of the NCA take immediate action in the form of ~~a~~ communication to the State Board of Education apprising them of the above action.

5. It is further recommended that appropriate steps be taken to study certification requirements with a view to providing well-qualified personnel to assume responsibilities in the administration, supervision, and use of educational media of which television is an integral part.

GROUP II: Role of Teachers in Instructional Television

1. Teacher training institutions provide experiences for student teachers in the utilization of ITV in the classroom through course work in such areas as curriculum, audio-visual materials, methods, and directed observation.

2. Institutions of teacher education provide experiences for in-service classroom and studio teachers to develop competencies in the utilization of ITV through workshops, conferences, graduate courses and consultant services.

3. Local school districts provide for the in-service education of classroom teachers in the effective utilization of TV as a medium of instruction by means of supervisory services, local workshops, teacher committees and cooperative endeavors with teacher education institutions and the State Department of Education.

4. The use of TV should not result in a disproportionate teacher-pupil ratio for the classroom or studio teacher.

GROUP III: Guide Lines and Definitions in Relation to Instructional Television

1. Continuous study be made by local districts in the light of their own respective problems for equipping buildings for television instruction.

2. The State Superintendents' Television Committee place at the disposal of all interested school people available, up-to-date information relative to ITV and its use in the public schools.

3. The services of demonstration schools be made available to those high schools desiring to initiate projects in ITV.

GROUP IV: The Implementation of Instructional Television in Indiana

1. The State Committee of the NCA in Indiana consider the formulation of functional guide lines for exploration in the use of ITV among member schools.

2. That the State Committee of NCA assume responsibility for the disseminating information about ITV to administrators of member schools throughout the state of Indiana.

3. That every school administrator give careful consideration to ITV as a device for the improvement of instruction in the member schools.

4. That every effort be made to encourage school officials in the areas in which consolidation is being planned and in all new high school buildings in which the North Central Association has jurisdiction to insure construction of space and provision for facilities to provide adequate ITV instructional programs.

OHIO CONFERENCE ON THE USES OF TELEVISION IN EDUCATION

WORK GROUP 1: ETV and Curriculum Needs in Higher Education

While the use of instructional television may be justified in an emergency situation as a means of meeting teacher shortages coupled with mounting enrollments, the primary emphasis should be upon the improvement in the quality of instruction. In the long run television will have its greatest impact upon higher education in terms of its contribution to the upgrading of instruction. This implies the utilization of the medium to its maximum potential as an instructional instrument.

It is the judgment of this work group that the following recommendations be made to the Ohio Educational Television Network Commission.

A. The Network should be prepared to serve the colleges and universities in the State of Ohio by selecting programs to fulfill these apparent needs:

   1. In the academic areas that demand instruction by content specialists often not available in the individual college.
   2. To provide a greater variety of authoritative viewpoints on controversial topics.
   3. To maintain quality of instruction where insufficient instructional personnel is available as a result of mounting enrollment.
   4. To provide greater professional stimulation for the local instructor through the excellence of the televised presentations.

B. The television distribution function of the network will require an almost totally new set of legal documents to support its activities. This list might include:

   1. Contractual arrangements with the institutions utilizing the network's programming.
   2. Contractual arrangements with the television instructors for statewide live and/or recorded distribution of their presentation to be considered with reference both to entire series and single presentations.
   3. Contractual arrangements with the owners of copyright and other restricted material.

C. Televised instruction should be integrated with other appropriate instructional media. Television should be utilized to do those jobs which it is uniquely qualified to do and the Network Commission should realize the instructional possibilities of the integrated use of varied instructional media.

D. The Network Commission should be aware of the need to provide proper implementation and acceptance of instructional programs at the local level. This implementation might involve the following:

1. The initial programs should be considered experimental and so designed as to permit maximum flexibility in use and evaluation.

2. During the planning phase of the program, involvement by receiving as well as production personnel should be encouraged.

3. The classroom instructor utilizing the presentation should have an opportunity when possible to preview this material prior to class use.

4. An effective and efficient feedback system should be developed between the classroom teacher and the studio teacher to permit revision of the television presentation.

5. Use of existing academic bodies within the state to study this problem.

E. The Network Commission should be advised of the potential problems confronting individual institutions in terms of scheduling television presentations. Not only must the hour of the day and the day of the week be considered, but also variation among the institutions with regard to the quarter, semester or tri-mester systems.

F. The Network Commission should be aware of the problems involved in displaying certain sensitive educational materials on open circuit. Deletion of this type of material from a course is highly undesirable. The possibility of mechanically scrambling selected signals should be considered.

G. The Ohio Television Network Commission should be encouraged to plan a complete and comprehensive program of research and evaluation to accompany the state wide usage of instructional materials.

H. In view of the varied needs of elementary, secondary and higher education, it is the judgment of this work group that the Network will find it necessary to plan for the activation of multi-channel distribution as soon as possible.

WORK GROUP 2: ETV and Curriculum Needs in Secondary Education

Recommendations:

1. That a study be made of scheduling problems on the secondary level.

2. That preference be given in all subject matter areas to updated critical subject matter with fewer but more critical offerings. These could then be repeated several times to allow flexibility in scheduling.

3. That a study be made of the unreasonable costs and royalties of commercial tapes, movies, etc. Consideration should be given to the opening of negotiations for the securing of more reasonable rates for materials to be used on ETV.

4. That when considering costs of ETV they be in terms of conservation of instructional resources. In other words, consider the great range of resources which can be made available to the classroom via television.

5. That programming information should be made available to the schools as far in advance as possible.

6. That early programming give first consideration to subject areas which may be considered to be weak such as geography or an area of study in which new content is desired.

7. That consideration be given to the relationship between MPATI and a state network.

8. That a study be made by the Commission of the possibility of MPATI increasing the altitude at which it telecasts sufficient to cover the entire state.

9. That secondary school personnel be sufficiently represented in all study groups by the Ohio Educational Television Network Commission.

10. Televised class offerings should be labeled to inform schools of the ability range for which they are intended.

11. Television teachers of programs beamed to secondary schools should meet acceptable certification standards of secondary teaching. Regional standards should take precedence over state standards where more than one state is involved. However, allowance should be made to permit instruction by specially qualified people within a specifically structured program.

12. That consideration be given to the maximum development of multiple channels to provide the necessary breadth of curricular offerings.

13. Study the question of the allotment of time for a unit of credit in high school subjects in relationship to the television instruction.

WORK GROUP 3: Relationship of ETV Stations, MPATI, CCTV and State Network

We urge that all groups concerned with the development of educational television in Ohio be open-minded and positive in their thinking with respect to the many resources and types of facilities that might contribute to ETV within the state.

We recommend that all ETV resources available be utilized to the maximum in order to enrich the program offerings in the state to the greatest possible degree.

We believe that over a period of time these various offerings can be compatible.

a. Local stations can best meet those needs characteristic of a particular community--the teaching of German in Cincinnati for example--whereas resources such as MPATI might best meet those needs common to a larger area--such as the teaching of Spanish and French.

b. A state network might also re-telecast MPATI lessons to the whole state at additional times in order to add flexibility to the offerings.

c. We feel it would be extremely shortsighted and unfortunate to force schools to use either one resource (local stations) or another (MPAYI--regional or national) when all undoubtedly have strengths.

We recommend that consideration be given to the following types of financing:

a. MPATI be financed at the state level.

b. The local school districts be assessed on the basis of the extent of utilization of ITV from any originating source.

c. Because of the differing opinions concerning federal aid to education we ask that the state Commission use its influence in obtaining federal grants in support of ETV which would be available to all schools, thus avoiding present objections of groups with special interests.

It is vital that the State Commission and MPATI work closely together to prevent unnecessary duplication and conflict. In order to do this we recommend that one member of the State Commission be a part of the corporate structure of MPATI.

Lines of communication between the state network, MPATI, and the local using agencies must be kept open. We feel that these channels are available but should be further developed in order that each resource may make its unique contribution toward meeting the educational needs in Ohio.

Examples of school related services which the state network could perform would be telecasting finals of state athletic events, state music competition, and state forensic activities.

WORK GROUP 4: Relationship of OCET, Department of Education, Higher Education and Network Commission

An initial question was: Where can each of the aforementioned opstations function most efficiently and effectively? As an example, hypothetically speaking, if area X is being served by in-school programs from a station (ETV) thirty miles away, should a local ETV production unit become involved in doing the same type of in-school programs already available from area X? If uniform acceptable standards existed, then this situation might be averted.

Discussion of primary responsibilities of each of these groups was held with regard to the existing and impending ETV responsibilities (in addition to or with due respect to all current responsibilities each of these organizations already has) in the Ohio picture. Primary responsibility (in ETV) for each of the following might be:

1. OCET--to foster and encourage the further development of Ohio ETV in any and all positive manners.
2. State Board--to maintain and improve constantly instructional standards to the best possible point of development.
3. State ETV Network--to get the finished product to its consumer with maximum efficiency and with all reasonable economies of time, effort and financial expenditures.

A note was interjected at this point suggesting that the accrediting standard established as a guide by NCA in 1954 should be referred to for, implied in those standards was acceptance of ETV as a legitimate educationa facility, for guidelines for the present action.

RECOMMENDATION:

Guidelines for ETV ought to be established on a continuum extending, on one hand, from pre-school and elementary education on through higher formal education.

RECOMMENDATION:

In terms of the additional responsibility of the State Department of Education with regard to the OCET and the ETV Network, the Commission might (with respect to higher education) evolve a programming advisory committee which would include representatives of higher education, public and private educational complexes. Such an advisory group might assist in the development of some sort of state wide accreditation with regard to current and possible ETV credit courses.

NOTE: The basis of the preceding, in part, was the thought that ETV courses of a higher educational nature might be of no practical value to a student unless there is regional recognition and/or acceptance of credits by all higher educational institutions.

RECOMMENDATION:

The OCET might be considered seriously as the organization which could establish the structure through which recommendation of procedures for the establishment of uniform standards, acceptable to all institutions of higher education, might be accomplished.

RECOMMENDATION:

Any one or all of these organizations--the OCET, the State Department of Public Instruction and the ETV Commission--should begin to study the standards of all other states utilizing ETV for the express purpose of, and having the prerogative to, include or adapt these standards to the needs of ETV in Ohio.

NOTE: A suggestion was made that Ohio might serve as a pilot project for the development of and/or consideration of standards, under the auspices of NCA which already has the mechanism of committee structure in existence. For example, on the Junior College level, many of these students might take their college preparatory work by attending local extension divisions or community college type local centers to obviate some of the mobility problems. If a standard or set of standards were in existence it could well be that, via ETV, an ETV staff of the best instructional talent could be pooled to bring the best teaching to the most students thus relieving, on one hand, part of the shortage of physical facilities problem.

RECOMMENDATION:

All reasonable attempts must be made to safeguard the rights of individual instructors with regard to their taped, filmed and/or otherwise recorded teachings so that the rights of these teachers in these matters are as legally protected as might be the patent rights of instructors in other areas of endeavor.

NOTE: This suggestion evolved out of one of the "Thought Provoker" questions which brought up the shortage of qualified teachers who could be available on film, tape, or other recording mechanisms, if not in person.

RECOMMENDATION:

That Richard Hull's "National Overview of ETV" be reproduced in its entirety, meaning the complete paper from which these excerpts were taken, and made available to all participants in this present conference for distribution by each of them to their respective faculties and staffs.

RECOMMENDATION:

That the State Department of Education retain a full time employee to concern himself with the ETV involvements in the State of Ohio. Such a person would establish or assist in such areas as these:

1. **Aid in teacher workshop planning**
2. **TV equipment information center**
3. **Survey existing production agencies to determine instructional program potentialities**
4. **To give assistance on effective utilization in the Ohio schools in ETV**

MICHIGAN CONFERENCE ON
"The Uses of Television in Education"

Report of Recommendations

There is considerable evidence that a great deal of Michigan's developments in educational television is in the forefront of the ETV movement and that cooperation is the key to this growth. The proposal for a state system of television for education made by State Superintendent Lynn M. Bartlett and the Citizens Committee on Educational Television holds considerable promise for enhancing the total educational program in Michigan. The continued support of this development by all areas of education within the state is unanimously recommended. It is also recommended that the Michigan NCA State Committee serve as a dissemination source in keeping the Michigan North Central schools informed of new developments in ETV.

ILLINOIS CONFERENCE ON INSTRUCTIONAL TELEVISION

Preamble

The following recommendations, suggestions and resolutions are made in view of the facts that: (1) education at all levels in Illinois and throughout the nation generally faces critical problems in maintaining and improving instructional quality while extending educational opportunities to ever-increasing numbers of young people and adults; and (2) experience and research throughout the nation and specifically in Illinois have shown televised instruction to be an effective procedure in many instances for maintaining and improving instructional quality and for assisting in the solution of some of the critical logistical problems of education.

Federal Educational Television Legislation

Congress has before it a number of bills to further the development of television for educational purposes. One bill has passed the United States Senate in the present and in previous sessions, and the House now has before it a similar bill to aid the development of educational television. Enactment of such legislation would be of inestimable help in extending instructional television facilities and programs to more areas of the State.

Therefore, the Illinois State Conference on Instructional Television urges that Senators and Representatives of Illinois support such legislation.

Notice of this recommendation will be sent to each Senator and Representative, to the majority leaders in both houses of the Congress, to the Secretary of the Department of Health, Education and Welfare, to the Chairman of the Federal Communications Commission, and to the President of the United States.

State Responsibilities in Instructional Television

The logistics of television are such that planning, producing and distributing instruction by television can frequently be done most effectively and efficiently at the State rather than at the community level. Some states, such as Florida, Alabama, Texas, North Carolina and New York already have state agencies for this purpose. Numerous others have state groups studying and planning for instructional television.

Therefore, the Illinois State Conference on Instructional Television urges the Governor of the State of Illinois to establish a formal educational television agency to study, plan and coordinate the utilization of instructional television in the Illinois educational complex and to serve as the State's fiscal agency in coordinating any State or Federal program in educational television.

A copy of this recommendation will be transmitted to the Governor of the State of Illinois

Illinois School Problems Commission

The Illinois State Conference on Instructional Television commends the Illinois School Problems Commission on recognizing the potential benefits of instructional television and on taking the study of instructional television as one of its projects during the current year. Participants in the conference will be looking forward with interest to the recommendations growing out of this study.

Copies of this commendation will be transmitted to members of the School Problems Commission.

Office of Superintendent of Public Instruction

The Office of the Superintendent of Public Instruction in the State of Illinois has an important role in maintaining quality instruction in the schools in the State. There is a clear relationship between responsibilities of the State Office in over-all supervision of education and the utilization of television as a teaching resource.

Therefore, the Illinois State Conference on Instructional Television urges the Superintendent of Public Instruction to provide for service to the schools in the utilization of television, especially in offering consultant services and in coordinating state wide activities in teaching by television.

Board of Higher Education

Instructional television has been found to be an effective means to facilitate the exchange of instructional resources between institutions and as an aid in improving the instructional quality of programs.

Therefore, the Illinois State Conference on Instructional Television urges the State of Illinois Board of Higher Education to assume leadership in this endeavor and take such action as will facilitate the exchange of instructional resources by means of television among Illinois institutions of higher education.

A copy of this recommendation will be transmitted to the Executive Director and to all members of the Board of Higher Education, and to members of the State Teachers College Board.

Private and Public Colleges and Universities

Instructional television offers unique opportunities to colleges and universities, both public and private, to meet many of education's problems of today.

Research and experience have shown that its discriminating use can contribute to the quality of instruction and make for more efficient use of scarce resources.

Therefore, the Illinois State Conference on Instructional Television respectfully urges institutional presidents to support actively the development and growth of instructional television within their respective institutions.

A copy of this resolution will be sent to all college and university presidents in Illinois.

Teacher Education

Effective utilization of television in the classroom requires that classroom teachers have a proper understanding of the role in television in instruction and of their role in relation to it.

Therefore, the Illinois State Conference on Instructional Television recommends that institutions engaged in the training of teachers include instruction about and practice in the classroom utilization of television in their pre-service and in-service programs.

Copies of this recommendation are to be transmitted to the President of institutions engaged in teacher training in the State of Illinois.

Cooperation for Instructional Television

The utilization of television for instructional purposes offers unique opportunities for educational groups to work cooperatively. Furthermore, such cooperation is frequently essential and nearly always helpful in providing televised instruction of the highest quality at the least cost per student.

Therefore, the Illinois State Conference on Instructional Television urges educational groups at all levels to join in association to help bring television facilities and programs within range of the greatest number of students.

Exchange and Repository

There now exists in the State of Illinois a growing need for sharing and exchanging televised instructional resources whether by exchange of tapes between stations or institutions, or by state wide network or by some state wide agency.

Therefore, the Illinois State Conference on Instructional Television urges consideration of this problem as a specific obligation of the agency which this conference has asked the Governor of the State to establish.

Midwest Program on Airborne Television Instruction

The Midwest Program on Airborne Television Instruction is a major source of high quality instructional television programming in the State of Illinois. Its continued operation depends upon the active participation and support of schools using its services.

Therefore, the Illinois State Conference on Instructional Television recommends that school administrators and school boards of education and college and university administrators give serious consideration to the utilization of MPATI programs and to becoming members of the Midwest Program on Airborne Television Instruction organization.

Adult Education and Television

Experience and research indicate substantial benefits to be derived from the utilization of television for adult education. Many opportunities exist for the use of television, both closed circuit and broadcast, both commercial and non-commercial for the further education of the adult members of our society.

Therefore, the Illinois State Conference on Instructional Television commends both to those groups in the State concerned with adult education and to broadcast stations, the utilization of television where quality of educational programs can be improved, where efficiency can be increased, where opportunities for education horizons can be expanded.

Reserved Channels for Educational Use

Some years ago the Federal Communications Commission reserved television channels specifically for the needs of education. Recent studies have shown that educational requirements for television channels will include all those now reserved and a significant number in addition to them.

Therefore, the Illinois State Conference on Instructional Television commends the Federal Communications Commission for its far-sighted and far-reaching decisions on behalf of education in the past and urges the Federal Communications Commission to continue taking such actions as necessary to assure that channels will be available as needed in the future for this important use.

A copy of this resolution will be sent to the Chairman of the Federal Communications Commission, and to all members of the F.C.C.

All-Channel Television Receivers

The future development of television, especially educational television, depends upon the expanded use of the ultra high frequency bands. There is legislation presently before the Congress which has the support of the Federal Communications Commission and of the National Association of Broadcasters which would encourage the use of ultra high frequency by requiring that all television receivers shipped in interstate commerce be equipped to receive all channels.

The Illinois State Conference on Instructional Television endorses such legislation.

Notice of this endorsement will be sent to all Illinois Senators and Representatives, to the Secretary of the Department of Health, Education and Welfare, to the Chairman of the Federal Communications Commission, and to the President of the United States.

Thanks and Appreciation

Those who have attended this conference on instructional television have profited personally from it, and from it too may grow a greater interest in and understanding of instructional television and its role in the service of education.

Therefore, those attending this Illinois State Conference on Instructional Television express their sincere thanks to the Illinois State Office of Public Instruction and to the North Central Association of Colleges and Secondary Schools, Commission on Research and Service, Subcommittee on Television, for sponsoring the conference, to the University of Illinois for providing facilities, to the Planning Committee members for arranging the program and, especially, to the many educators who contributed so significantly to the success of this conference.

MINNEAPOLIS REGIONAL CONFERENCE ON THE USES OF TELEVISION IN EDUCATION

Iowa

1. The establishment of the proposed six-state, interconnected (microwave), educational television network is desirable. Such a network would provide the potential for more quality programs, for less capital investment than a plan under which each state and each station has to rely entirely upon its own resources.

2. The State of Iowa seems to have a considerable number of very difficult handicaps to surmount before the maximum potential of educational television can be realized. Some of the problems discussed are listed below:

   a. The allocation of only two VHF channels for educational television makes coverage of the state extremely difficult even if Channel 12 (Iowa City) were to be activated. Although four UHF channels are available, their use at this time would seem unprofitable. The likelihood of all-UHF operation, which would make these channels valuable, seems very remote.

   b. There is a dearth of large urban centers in the Channel 12 area from which to draw support.

   c. Many other pressing needs for public funds have taken and will likely, in the foreseeable future, take precedence over facilities for educational television.

3. Until such time as adequate ETV transmitting facilities may become available, school systems, institutions of higher education, and other other educational agencies should be encouraged to work as closely as possible with commercial TV stations in developing educational programs and in making maximum use of time made available for such purposes.

4. Additional information should be collected in the near future concerning present and possible future needs for educational television and the resources for developing and supporting it within the State of Iowa.

Minnesota

1. There is a definite need within the state to provide ways and means of informing educators and the general public about the uses and potential of educational television. It was suggested that the Minnesota Education Association Journal, principal's workshops, teachers conferences,

and the newspapers be used as aids in disseminating information. The audio-visual coordinator within the school system could be instrumental in informing teachers of scheduled programs. School systems could include the schedule of programs within the monthly bulletin.

2. The problems associated with promoting educational programs on Channel 8 in the Duluth area and with establishing an ETV station in the area indicate the problems of financial and public support, as well as the need for supporting state wide educational television coverage.

3. It was the opinion of the group that a resolution be presented to the Governor to appoint a state wide committee including representatives from KTCA, state representative of the North Central Association, the Minnesota Association of Colleges, school administrators, teachers, legislative groups, the Commissioner of Education, the state educational organizations, community leaders, and informed individuals in the area of educational television.

4. A resolution to be presented to the Governor urging the establishment of such a committee at an appropriate time, drafted by Chris Donaldson and George Beck, was approved. Mr. Elmer Weltzin, Chairman, was requested to select a committee of two or three members to meet with the Governor and present the resolution.

5. Elmer M. Weltzin was instructed to prepare a newsletter summarizing the results of the conference for distribution throughout state educational circles.

Nebraska

The future plans proposed by the representatives included:

1. Sponsoring a second state meeting to demonstrate both sending and receiving activity using the facilities of KUON and programs of the Nebraska Council on Educational Television.

2. Continue the developmental work in programming, both within and without the council framework, with emphasis upon experimental design and quality control.

3. Investigate, study and plan an appropriate administrative structure and operation for the necessary legislation for implementing a state network.

4. Make the necessary provisions to insure that continued activity in Nebraska will be in harmony with the six-state network activity.

5. Continue the cooperative relationship with the six-state effort including the sharing of materials.

North Dakota

It was suggested that a state wide ETV committee be established with the responsibility of applying to the F.C.C. for allocation of sufficient channels to provide adequate coverage for all of the schools in the state. Another proposal was to meet with the state committee headed by Dr. Donat to determine their reaction to the creation of a state board as authorized by the 1960 legislature. The State Board would then indicate to the F.C.C. that North Dakota is desirous of retaining the channels now allocated and also to ascertain that enough channels be allocated to provide complete coverage.

It was suggested that commercial stations be contacted to discuss the possibility of their help and also to get their reaction to ETV. The last legislature appropriated $46,000 to be used to contract for ETV programs in the schools of the state. It was agreed that a commercial TV station will not and could not commit a specific period to educational programs for an indefinite period. The value of educational radio programs was emphasized.

It was resolved by the committee that the following be done:

a. That the State Superintendent of Public Instruction meet with the Governor at the earliest possible convenience for the purpose of appointing a State ETV Board.

b. That information be disseminated to the public on the importance of ETV. The initial release coming from the State Department of Public Instruction, to be followed by contacts with service clubs. school administrators. P.T.A.'s, elementary principals, etc

South Dakota

A review of the progress made within the state in the area of educational television includes:

a. The new low-powered station at the State University at Vermillion.

b. The use of closed circuit at Washington Senior High School in Sioux Falls.

c. The 1961 legislature directed the State Legislative Research Council to make a study of educational television and to prepare a report for the 1963 legislature.

2. The recommendations of the committee directed to the Interim Sub-Committee of Educational Television of the State Legislative Research Council included:

a. That the LRC sub-committee make an intensive study of the needs, possible uses, costs, and problems as they pertain to ETV.

b. That the Sub-committee request the Governor of South Dakota to establish a State Educational Television Commission by executive order and that this Commission be directed to act on behalf of the State of South Dakota in matters pertaining to the establishment of an educational television system in this state.

c. That the legally authorized ETV Commission assume the responsibility for reserving educational television channels and that immediate attention be given to reserving a channel in Rapid City. (Channel 11)

d. That the support of various organized groups be enlisted to help inform the people of South Dakota regarding the possibilities of ETV and the importance of it. The proposed six-state network and state network should be discussed and explained.

Wisconsin

The delegation raised the question as to whether there is at present a state plan for the development of educational television. It seemed apparent that the first step in the development of a state network is the linking of station WMVS (Milwaukee) and station WHA-TV (Madison) by microwave relay and then joining with station WTTW (Chicago) and other stations to the west and northwest. A second step involved the addition of a station in the Fox River Valley area, and possibly stations to the west and northwest of Wisconsin.

It was proposed that the Governor of Wisconsin be asked to establish a Council on Educational Television charged with the task of studying and making recommendations with respect to the physical development of educational television facilities within the state, the development of appropriate instructional and cultural programs, and the conduct of research and experimentation with respect to production and use of educational television.

It was proposed that programs for the in-service and pre-service training of administrators and teachers be established.

The proposed six-state upper mid-west television network was strongly supported as an association of independently operated stations. There was some disagreement as to the priority and precedence in the development of such a program and some questions as to the proposed administrative organization and operational procedures of such a network.

BOULDER REGIONAL CONFERENCE ON THE USES OF TELEVISION IN EDUCATION

Arizona

Objectives of the group:

Discussion of present status of ETV in Arizona--reported that no state group for this now exists.

Suggested possibility of USOE grant for survey--it was felt that a strong approach by Arizona to the USOE would be fruitful.

Teachers should be involved in early stages.

Suggested to first find out how best to use existing facilities and how users can share costs.

Suggested a group be formed for first exploration as an ad hoc committee in the organization of a full scale commission.

Suggested the State Board of Education as a key group.

Following groups suggested as sponsors for a meeting--
  State Department of Education
  NCA in Arizona
  Institutions of Higher Education in Arizona
  Arizona Education Association

Steps to be taken in future organization of an Arizona Television Commission:

Research on ETV with statistics be gathered so that documentation rather than generalities can be submitted to any groups contacted.

Must keep in mind the question of what TV can do better than other methods.

Suggested possibility of a representative from each sponsoring group to act as a steering committee to develop an agenda for action.

Suggested a letter be written containing the background of the Boulder conference, stating intentions of further exploration with representative groups.

Suggested that consultants from the Arizona group at the Boulder conference meet with the new committee to be formed.

Committee vote empowered one person to write to "presidents' and/or heads of respective groups indicating the desirability of a one-day meeting in Phoenix.

RESOLUTION:

Resolved that at the earliest possible time, and no later than May 1, 1962, Mr. Vaughn is empowered to call a meeting of persons interested in forming an Arizona Educational Television Commission.

Groups to be represented will be the Arizona State Department of Education, the state's three institutions of higher learning (University of Arizona, Arizona State University, Arizona State College, Flagstaff), representatives of the North Central Association in Arizona, and the Arizona Education Association

Colorado

Introduction

The NCA Conference provided a unique opportunity for Colorado educators from all levels of public and private education, the Colorado Education Association, and State Department of Education to gain new insight into the role and potentials of television in education. In addition to hearing from a wide variety of experienced ETV educators and specialists, the conference provided the opportunity to review the status of ETV in our state and to determine how to better utilize this medium in improving our instructional programs. The meetings of the state groups provided a catalyst where the ideas and information offered by the conference speakers could be refined and related specifically to our own needs in Colorado.

General Recommendation

As a result of these discussions and deliberations, the delegates unanimously concluded: that Colorado must plan immediately to coordinate ETV development on a state level; that all future plans should be predicated on providing transmission to all parts of our state; that the television services should be made available to public and private educational institutions of all grade levels; and that the highest educational priority be given to expediting the achievement of these recommendations.

Considerations Basic to Recommendations

The general recommendation for an accelerated, coordinated, state wide ETV program is based on the following considerations:

1. That television, having been tested in the crucible of thousands of educational situations, critically judged and evaluated by

many of our most distinguished educators at all levels of education, has proven its ability to make a significant and oft times profound contribution as a tool of education.

2. That the techniques, equipment, production and transmission of television are highly complex and require the skills of our most experienced and competent teachers and TV specialists.

3. That, albeit the cost of broadcast television is considerable, the possibility of making more and better educational services available to our students justifies the expense.

4. That Colorado educators can no longer tolerate a condition which permits three of our four channels reserved for education to remain idle. Continued inaction poses the danger of losing these precious resources at a time when other states are requesting the FCC for additional channels to expand the service of their original allocations.

5. That because broadcast television provides the opportunity to better serve the adult education needs of the community, every effort should be made to enlist the support and participation of business, civic, cultural and similar community organizations in the development of a state wide ETV network.

6. That television provides a means to immediately transmit and utilize new and expanded knowledge obtained from modern technology and accelerated research in the various scientific fields.

7. That television can bring our best teachers to more students than is now possible through conventional teaching.

8. That television is no educational panacea, but with judicious academic supervision it can open new opportunities for improved excellence in Colorado's schools and colleges.

Action of Colorado Delegates

The Colorado delegation recommended the following specific actions to the Chairman:

The establishment of a Colorado ETV Planning Committee to be responsible for carrying out the intent and recommendations of the delegates as stated in this report; to call for a state meeting as a follow-up activity, if such action is deemed necessary to fulfill the goal of a state wide ETV service; to conduct fact finding studies or reviews with individuals or groups; to maintain contact with delegates and communicate progress reports through the NCA and State Department.

The Committee is to be selected by and be responsible to the State Department of Education and the Colorado NCA. This Committee is to consist of a representative from an urban and a rural school district; a state supported institution of higher learning; the Colorado Education Association; a non-public school or college; and a community leader.

Selection of the Committee, as noted above, should also reflect regional representation for the four main geographical areas of Colorado.

James Ward, General Manager of Radio and Television at the University of Colorado, was elected to continue to serve as Chairman of the new committee and to represent the state supported institutions of higher learning.

Endorsement of State Department Request for ETV Funds.

The delegates authorized the new committee to urge the current session of the Colorado Legislature to approve the Colorado State Department's budget request for $50,000 to conduct research and study of educational television as a most worthy and farsighted project and one that would expedite the establishment of an ETV Commission in Colorado

New Mexico

The most valuable thing which happened to our group in this conference was that people not normally connected with broadcasting got together with ETV professionals. We discovered that the formalism of communications should be strengthened to involve all people in doing a bigger promotional job to the peoples of the state. At meetings like this, each of us goes away with his own ideas but at least we are stimulated to think.

At the present time New Mexico has a central organization of one channel, Channel 5, which has a Class A coverage of 65 miles and a Class B coverage of about 160 miles from Albuquerque. This station, plus its translator systems, can provide service to approximately 52 of the 94 school districts in the state. This is a solid start, but all of us have agreed that a state wide plan will and must be developed. Coordination and cooperation in developing ETV have already been facilitated by the fact that the manager of the television station also serves as director of television for the State Department of Education and as director of television for the Albuquerque Public Schools. We wish to see television developed for all educational levels and to service all parts of the state. We hope too that individual schools will continue to explore the use of closed circuit television.

It was thought that we may also be able to explore an exchange of programs between institutions of higher learning similar to the NBC

Continental Classroom telecourses. Our approach would be to gather together a combination of people from say the Department of Philosophy from the various institutions on a voluntary basis to discuss how best to prepare a course in the Humanities. Then if this telecourse could be used on all three campuses, it would reflect the efforts and intelligence of many people, not a course developed by one man and imposed on the others. In addition we agreed that the placement of a translator to take the signal into the populated areas must be based on stated community interest. This is a point that may cause some argument but we believe that interest and local support is necessary if ETV is to succeed. Finally, our New Mexico delegates concluded that financing for this type of ETV network service must be shared equally by the institutions of higher learning, school districts and the state department of education. We were going to continue to explore and experiment with our TV service and hope to have a more successful program in the years to come.

Wyoming

The state sessions brought together eleven individuals representing numerous areas of education and public affairs for a very worthwhile discussion of educational television needs and possibilities in Wyoming These discussions, and the conference as a whole, should do much to stimulate further action.

There was unanimous agreement that educational television would satisfy a number of existing needs. It could be used to supplement classroom instruction. In the larger schools, specialized instruction in subjects such as foreign languages could be televised throughout the system. In the many small, isolated schools where facilities may be meager and it is difficult to find teachers qualified to instruct pupils in some subjects, television could provide lectures and laboratory demonstrations. Programs for the homebound would be of great benefit. ETV could offer in-service training for teachers and would be of special value for those who cannot attend extension classes. Television could be used effectively at the university and the five community colleges. Another great potential is providing continuing education for the sparse and scattered population.

The group decided that the first step should be to inform teachers and administrators on the possibilities for using educational television in the schools. There should also be a study of what is now being done to utilize television in education, a survey to ascertain need and interest relative to extending existing facilities to reach more areas and establishing a state educational television system, and investigation on the technical aspects of the extension of existing transmittal systems as well as starting a state ETV project such as many states have or are planning

A committee was appointed to contact the Wyoming Education Association relative to having a panel discussion and demonstration on the use of educational television at the annual meeting attended by approximately 3,000 teachers and administrators. The committee also will encourage the Association to appoint a committee to explore the situation relative to expansion of ETV in Wyoming.

It was apparent that more information is needed on the technical aspects of televising educational programs in Wyoming before proposals for the future can be developed. The state should not rush into this field in view of the possibility of making mistakes which would be costly in the long run. There are now many micro wave and translator systems in Wyoming. According to information reported in 1959, the Wyoming Community Television System could take educational programs to an estimated 55,000 people in the areas at Sheridan, Casper, Lander, Riverton, Rawlins, and in the Big Horn Basin. Programs originated by the ETV stations in Denver, KRMA, are now received in many places and can be distributed to other parts of the state. There should be a survey of facilities now available and of possibilities for the future. Consulting Engineer T. G. Morrissey advised that a preliminary survey could be made for a modest charge and the group expressed hope that money could be raised for such a survey, at least in the Casper-Cheyenne-Laramie area.

The possibility of a comprehensive survey and study, perhaps involving an expenditure of $20,000 to $30,000 was suggested. Doubt was expressed relative to obtaining this amount of money from the legislature or other sources. Passage of legislation now before the U. S. Congress could provide funds for such a study.

There are many matters on which investigation is needed--the type of system which would serve Wyoming most effectively and economically, costs for establishing studios at the university and perhaps at other points for the origination of programs, and plans for carrying on educational television productions. Thus far, investigation and the development of plans have been delayed for lack of funds.

In summary, it appears that needs exist, that there is a problem of developing awareness of the potential for utilizing educational television in Wyoming, and that many facts are required before plans can be developed. The major problem is obtaining the funds required to carry on studies and to start a project for providing more educational television in Wyoming.

OKLAHOMA CITY REGIONAL CONFERENCE ON EDUCATIONAL TELEVISION DISSEMINATION

Arkansas

A. Status of ETV in Arkansas

1. Three channels reserved (1 UHF; 2 VHF). There are no stations on the air, and none under construction.
2. Section 3, Act 359, passed by the General Assembly in 1959, created a committee to study the Educational Possibilities of Television. This committee made a survey of educational possibilities and reported to the General Assembly in 1961. The Committee recommended the establishment of the Arkansas Education Television Commission, and appropriation of funds to establish at least one channel.
3. Act 198, passed by the General Assembly in 1961, created the Arkansas Education Television Commission. The Commission is empowered to survey need for non-commercial television facilities and to supervise use of channels reserved by Federal Communications Commission. The Commission may designate location of station or stations and regulate programming; may own and operate stations or may contract for such operation.
4. Educational television programs sponsored by the State Department of Education:
   a. 30-minute program per week on each of 7 commercial stations. Programs designed for adult education to interpret school program, and programs with continuity for school students. These programs involved approximately 100 persons throughout the state in planning sessions, both on the state and local level.
   b. Three state (Arkansas, Tennessee and Mississippi) cooperative program over Channe 10, WKNO Memphis, in which a complete film course in Physics was telecast to schools in the three state area.
5. Closed circuit programs:
   a. University of Arkansas and Fayetteville City Schools.
   b. Fort Smith City Schools.
6. Programs on commercial stations for school utilization:
   a. 30-minute program each day of Encyclopaedia Britannica Films.

b. Continental Classroom. All state colleges and university participate.

B. Recommendations for future plans:

1. To assume responsibility for planning a state wide conference of selected representatives of civic and professional organizations for the purpose of disseminating information on the uses of television in education. To call on North Central for assistance in planning such a conference.

2. To support and assist the Arkansas Education Television Commission in getting an ETV station on the air at the earliest possible date.

3. To distribute and use the NCA publication "The Uses of Television in Education" throughout the state.

Kansas

We are sure:

1. Educational TV is here to stay. It is no passing fad.
2. That increased use will be made of it.
3. That it must grow out of a need and that it cannot be used just to "keep up with the Jones'."

We believe:

Our biggest problem still is in the area of educating people of uses that can be made of Television and that the following areas have possibilities at the present time:

1. For the small schools to provide courses that cannot now be offered.
2. For teacher education.
3. For adult education.
4. For enrichment.

We plan:

1. To disseminate television information this spring at district meetings of administrators on a state wide basis.
2. To push for legislative action to implement the recommendations of the Kansas educational television survey already made.

Missouri

Section I

The following constitutes the report of the Missouri participants to the Regional Educational Television Dissemination Conference held at Ramada Inn, Oklahoma City, Oklahoma, on February 17, 18 and 19, 1962. The twenty-six Missouri participants to this Conference were surprised at and impressed by the numerous developments in educational television in recent years, which include the following:

1. The number and complexity of educational television efforts which are now going on, which are being planned for the next year or two, and which are now on the drawing boards, but which will be fact in the foreseeable future. An example of the latter is the fact that one station will soon (within three to five years) be able to simultaneously broadcast two programs.

2. That we now have some twenty regional and state educational television networks in operation, with others being planned.

3. That many states have state educational television commissions (sometimes called authorities), which have been created by state legislatures and which have specific duties. Among the duties, that of coordination of a state program always has a high priority.

4. That the United States educational television field is being matched and at the present rate of growth, will soon be outstripped by most countries of the western world.

5. That educational television is now being used by Russia and Red China as a cold war weapon and there is every reason to believe that this effort will be intensified in the years ahead.

6. We have been particularly impressed and surprised at the degree of quality and excellence that is possible and is being required in certain phases of educational television instruction. The teaching of law by direct connection to court rooms and the teaching of various phases of medicine by surgical demonstrations, etc., is moving ahead quite rapidly. This is by way of closed circuit television. Certainly these are not expediencies and their reason for being is not economic. This happens only because it is the best way of doing these things.

7. We have been further impressed and surprised at controlled experiments undertaken by certain colleges; in particular, one case where the same course was taught at the same time by the same teacher to classes matched person for person in every particular--I.Q., sex, age, teacher attitude, etc.--and by the resulting evidence which indicates that television teaching is just as good as traditional classroom instruction. Evidence also indicates that retention by students in these television courses is equal to, or better than, that of students taking traditional classroom courses.

8. We were further surprised and impressed at the number of college courses being given by television today and by the successful efforts of certain colleges and universities to join hands in pooling resources, in production and in broadcasting of courses.

9. We were surprised and impressed at the accreditation policies which are now in effect in many colleges and where it is not possible to find from the record of a student whether a course taken was by television or was a course given in a regular classroom.

10. We were impressed and surprised at the school programs being provided for secondary and elementary schools in some areas. Oklahoma City, as an example, has the full time service of two television stations broadcasting into classrooms through and beyond the time of the regular school day.

Section II

As we compare the situation in Missouri with that of the other states involved in this Conference, we find that our state is, in a sense, one of contradictions. In the first place, pioneer work was done in this state. Channel 9 was one of the first three educational television stations in operation in the country. The University of Missouri has done pioneer work and today has an extensive program in closed circuit television. The Kansas City Board of Education owns and operates a station. In certain other areas of the state, city boards of education have arranged for commercial broadcasting stations to broadcast a few educational programs.

On the other side, however, is the fact that we have not had, and do not have today, any coordination of educational television activities within our state. We have no state effort to reach or to service areas beyond the reach of those stations presently broadcasting programs. We have had no state survey as to needs and possibilities of educational television within the framework of a state program. There has been no state wide attempt to get lay understanding or teacher understanding of the potentials and the possibilities of educational television. In this sense, we are far behind the other states (Arkansas, Kansas and Oklahoma) involved in this Conference. Oklahoma, for example, has had a state educational television authority with a salaried director since 1954. The authority today has six full time and fifteen part time employees and operates as an arm of the state government. Both Arkansas and Kansas also have state commissions.

Section III

1. The Missouri participants in this Conference wish to commend the North Central Association of Colleges and Secondary Schools and the United States Office of Education for sponsoring this Dissemination of Information Conference at Oklahoma City. Participants in attendance here have gained much in the way of useful information as to national and state policies and trends which we hope will be of value to our state.

2. We commend Governor Dalton for asking for the appointment of a committee to make a state study of educational television possibilities and needs, with the thought that this committee might make recommendations to the Governor and be transmitted by him to the 1963 session of the Legislature.
3. We commend State Commissioner of Education Hubert Wheeler for appointing the committee and for having started the work indicated in "2" above, and for seeking a foundation grant which might permit a detailed state survey. If the grant is not forthcoming, presumably the committee will function to the best of its ability with the hope that the Legislature might appropriate money as needed by the committee.
4. We commend those institutions of higher learning and those communities of the state which have moved forward in providing educational television instruction.

Section IV

We now, however, want to express certain concerns and we feel that these concerns should be expressed to Commissioner Wheeler and the newly appointed State Committee on Educational Television.

1. If we have a state survey of current practices, trends, needs and problems, we believe the committee supervising this work should include classroom teachers, lay citizens, and in particular, representatives of our legislative branch of government. The inclusion of legislative members will be particularly important if a conclusion is reached that legislation and/or appropriations are necessary in the future.
2. We feel, too, a concern over the need of some coordination at the state level at the present time. We hope that the State Department of Education, with perhaps the advice and assistance of the newly appointed committee, can fill this need until such time as we have a specific delegation of responsibilities by the Legislature. It is particularly important that school districts and institutions of higher learning in the state be able to get guidance and suggestions from some state agency.
3. We feel an almost desperate concern over the need for dissemination of information of the type made available in this Conference. We would hope that our State Department of Education and our state committee might provide for the organization of regional or area meetings in the state so that school administrators, principals, teachers, and lay citizens, including legislators, could become aware of the tremendous progress that has been made, the challenges we must meet, and the possibilities of the use of television in furthering our educational program. We believe the North Central Association might help in providing leadership for such regional conferences.

Oklahoma

The Oklahoma Delegation had a very enthusiastic and profitable meeting. The group voted to hold a state wide meeting for the purpose of disseminating information pertaining to educational television and for the planning of future progress. The group hopes to have a representative group from all geographical areas of the state and from various interest groups such as legislators, college personnel, members of boards' of education, school administrators, teachers, and lay people. The group wants this meeting to be held as soon as practicable, but decided to work through the Oklahoma Education Association and the State Department of Education.

The group expressed gratitude to the Oklahoma City Public Schools for their leadership in pioneering educational television in Oklahoma, and for their efforts to render service to the schools outside the Oklahoma City system.

The group expressed appreciation to the Oklahoma Educational Television Authority for the overall quality program produced. The group expressed a need for more adequate financial support in the interest of improving facilities and broader coverage of the state. Other points stated include the following:

1. More authority for the State Department of Education in coordination of television instruction with the overall public school instructional program.

2. Scheduling and programming involving the receiving schools as well as those in charge of production.

3. Curriculum development involving the receiving teachers as well as the telecast teacher and curriculum specialists.

4. The group expressed keen interest in better organization for the promotion of the medium of instruction for common school utilization.

5. The group requested the director of the television authority to be in position to provide information in regard to the types of equipment needed and the cost of such equipment to cover the various areas of the state not now receiving the state television program.

WEST VIRGINIA STATE CONFERENCE ON THE USES OF TELEVISION IN EDUCATION

Jackson's Mill
State Camp

October 3-5, 1961
Weston, West Virginia

TUESDAY

REGISTRATION 2:00

OPENING BANQUET SESSION 6:00
Chairman: Clarence A. Brock, Conference Director, and Supervisor of Secondary Schools, State Department of Education, Charleston
Toastmaster: Harry M. Brawley, Chairman Educational Television Advisory Committee to the State Department of Education
Address: "THE CHALLENGE"
Clyde Vroman, Chairman, NCA Commission on Research and Service, and Director of Admissions, University of Michigan, Ann Arbor
Address: "EDUCATION IN WEST VIRGINIA"
Hon. W. W. Barron, Governor of West Virginia
Address: "LET'S LOOK AT EDUCATIONAL COMMUNICATIONS MEDIA"
Rex M. Smith, State Superintendent of Schools

WEDNESDAY

MORNING SESSION 9:00
Chairman: Robert L. Fleming, Principal (ret.), South High School, Youngstown, Ohio
Address: "NATIONAL OVERVIEW OF EDUCATIONAL TELEVISION"
Richard B. Hull, Executive Director, Telecommunications Center, Ohio State University
Symposium: "A REVIEW OF EDUCATIONAL BROADCASTING IN WEST VIRGINIA"
Speakers:
Harry M. Brawley, Educational Director WCHS-TV, Charleston
K. Duane Hurley, President, Salem College, Salem
Gregg VanCamp, Director of Educational Broadcasting, West Virginia University, Morgantown
Stephen Buell, Coordinator of Educational Broadcasting, Marshall University, Huntington

AFTERNOON SESSION 2:00
Chairman: Robert L. Fleming
Address: "EDUCATIONAL TELEVISION: SOME CASE STUDIES"
Vernon Bronson, Conference Consultant, and Director of the NAEB ETV Spectrum Study

SECOND AFTERNOON SESSION 3:00
Chairman: Clyde Vroman
Topic: "THE USES OF TELEVISION IN EDUCATION"
Speakers:
Donald G. Emery, Superintendent of Schools, Shaker Heights, Ohio
Lawrence E. McKune, Producer-Coordinator, "University of the Air," Michigan State University, East Lansing
Robert L. Fleming, Principal (ret.), South High School, Youngstown, Ohio

WEDNESDAY

GENERAL DISCUSSION SESSION 7:15
Chairman: Clarence A. Brock
Questions from the floor

THURSDAY

MORNING SESSION 9:00
Each participant will select and attend the meeting of his special interest. Each group will discuss the topic and incorporate any recommendations in a report to be made later in the morning.
EDUCATIONAL TELEVISION NEEDS IN WEST VIRGINIA
K. Duane Hurley, Chairman
LEGISLATION
Clarence A. Brock, Chairman
ROLE OF COMMERCIAL TELEVISION
Garry Verhees, Chairman
MAXIMUM COVERAGE PROBLEMS
Greg VanCamp, Chairman

SECOND MORNING SESSION 10:30
Chairman: Perry E. Gresham, President, Bethany College, Bethany
Reports from the Group Meetings.

AFTERNOON SESSION 1:30
Chairman: A. J. Gibson, Executive Secretary, NCA Commission on Secondary Schools
Address: "THE ROLE OF NCA IN EDUCATIONAL PROGRESS"
J. Fred Murphy, President, North Central Association of Colleges and Secondary Schools
Symposium: "IMPACT OF TELEVISION ON TEACHER-TRAINING PROGRAMS"
Speakers:
Harry Straley, Dean, Morris Harvey College, Charleston
Genevieve Starcher, State Department of Education, Charleston
Lawrence V. Jordan, West Virginia State College, Institute

CLOSING SESSION 3:00
Chairman: Clarence A. Brock
Report: "PROPOSED PLAN OF ACTION FOR EDUCATIONAL TELEVISION IN WEST VIRGINIA" presented by a subcommittee of the Educational Television Advisory Committee to the State Department of Education, Harry M. Brawley, Chairman.
Approval of Plan and Discussion

ADJOURNMENT 3:30

INDIANA STATE CONFERENCE ON INSTRUCTIONAL TELEVISION

The Memorial Center
Purdue University

November 6-8, 1961
Lafayette, Indiana

MONDAY

REGISTRATION 9:00

OPENING SESSION 10:00
Chairman: John Henderson, Conference Director, and Educational Supervisor, Radio-Television, Purdue University
"Welcome to Purdue"
C. H. Lawshe, Dean of University Extension Services, Purdue University
Symposium: "THE MPATI STORY"
Speakers:
Roger Doran, Assistant Director of Public Information, Mid-west Program on Airborne Television Instruction
Members of MPATI staff

AFTERNOON SESSION 1:30
Chairman: John Henderson
Topic: "THE NCA AND INSTRUCTIONAL TELEVISION"
Speakers:
J. Fred Murphy, President, North Central Association of Colleges and Secondary Schools
Richard B. Hull, Executive Director, Telecommunications Center, Ohio State University, and Chairman of NCA Subcommittee on Television
Robert L. Fleming, Principal (ret.), South High School, Youngstown, Ohio
Otto Hughes, Assistant Chairman, Indiana State NCA Committee

EVENING SESSION 7:00
Chairman: Dan H. Cooper, Director, Division of Education, Purdue University
Topic: "INSTRUCTIONAL TELEVISION: AN OVER-ALL VIEW"
Speakers:
Lawrence E. McKune, Producer-Coordinator, "University of the Air," Michigan State University, East Lansing
Clifford G. Erickson, Dean of Television Instruction, Chicago City Junior College, Chicago, Illinois
W. C. Meierhenry, Assistant Dean, Teachers College, University of Nebraska, Lincoln
Warren F. Seibert, Director of Instructional Television Research, Purdue University
Daniel Tanner, Division of Education, Purdue University

TUESDAY

MORNING SESSION 9:00
Chairman: Harold Ross, Chairman, TV Committee, Indiana Conference on Higher Education
Topic: "THE STATUS OF ITV IN INDIANA"
Speakers:
Glen Trew, Director, Southwest Indiana ETV Council, Evansville
Vernon McKown, Director, A-V Education, New Albany Public Schools
William H. Tomlinson, Director of Radio-Television, Ball State Teachers College, Muncie
Clarence Morgan, Director of Radio-Television, Indiana State College, Terre Haute
George Johnson, Director, Educational TV-Radio, Indiana University, Bloomington
John Glade, Director, Television Unit, Purdue University

AFTERNOON SESSION 1:30
Chairman: James S. Miles, Director of Program Service, MPATI, Lafayette
Topic: "NEEDS AND PROBLEMS OF ITV IN INDIANA"
Speakers:
Vernon McKown, Director, A-V Education, New Albany Public Schools
Ruth Adams, Social Studies Teacher, Reitz High School, Evansville
Ben A. Bohnhorst, Director of Professional Assistance Programs, MPATI, Lafayette
F. A. Gillespie, Superintendent of Schools, Monticello
William E. Wilson, State Superintendent of Public Instruction, Indianapolis

EVENING SESSION 7:00
Participants will divide into four groups for separate discussion of the following topics
A. "THE STATE DEPARTMENT AND ITV"
B. "TEACHERS IN ITV"
C. "GUIDE LINES AND DEFINITIONS FOR ITV"
D. "IMPLEMENTATION OF ITV IN INDIANA"

WEDNESDAY

MORNING SESSION 9:00
Groups will meet to continue discussions from Tuesday evening and to formulate reports of recommendations to be presented at closing.

CLOSING SESSION 10:30
Chairman: Otto Hughes, Assistant Chairman, Indiana State NCA Committee
Topic: "GROUP REPORTS AND RECOMMENDATIONS"
Presentation of reports.
Discussion of recommendations.

ADJOURNMENT 11:30

OHIO STATE CONFERENCE ON THE USES OF TELEVISION IN EDUCATION

Ohio Stater Inn and
Ohio State University

November 20-21, 1961
Columbus, Ohio

MONDAY

REGISTRATION 2:00

OPENING SESSION 4:00
Chairman: L. W. Huber, Director of Secondary Education, Columbus City Schools
Address: "A NATIONAL OVERVIEW OF ETV"
Richard B. Hull, Conference Director, and Executive Director, Telecommunications Center, Ohio State University
Address: "THE USES OF TELEVISION IN EDUCATION"
Lawrence E. McKune, Producer-Coordinator, "University of the Air," Michigan State University, East Lansing.
Symposium: "STATUS OF ETV IN OHIO"
Speakers:
George Biersack, Executive Secretary, Miami Valley ETV Foundation, Dayton
Chalmer G. Hixson, MPATI Field Associate, Ohio State University
Vincent Jukes, Director of Radio-Television and A-V Services, Ohio University, Athens
E. E. Holt, Superintendent of Public Instruction, State Department of Education

DINNER SESSION 5:45
Chairman: Hugh D. Laughlin, Professor of Secondary Education, Ohio State University
Address: "ETV IN HIGHER EDUCATION"
John Stauffer, Dean of Instruction, Wittenberg College, Springfield
Address: "ETV IN SECONDARY EDUCATION"
Thomas Southard, Superintendent of Schools, Newark

EVENING SESSION 8:00
Each participant may attend the meeting of his own special interest.

ETV AND CURRICULUM NEEDS IN HIGHER EDUCATION
I. Keith Tyler, Chairman
ETV AND CURRICULUM NEEDS IN SECONDARY EDUCATION
W. W. Miller, Chairman
RELATIONSHIP OF ETV STATIONS, MPATI, CCTV AND STATE NETWORK
Jack Neill, Chairman
RELATIONSHIP OF OCET, DEPARTMENT OF EDUCATION, HIGHER EDUCATION AND NETWORK COMMISSION
Vincent Jukes, Chairman

TUESDAY

MORNING SESSION 8:00
Discussion groups from Monday evening will continue their meetings and formulate a report of recommendations for presentation at the next session.

GENERAL SESSION 10:00
Chairman: Robert L. Fleming, Principal (ret.), South High School, Youngstown
Topic: "REPORTS OF GROUP MEETINGS"
Presentations by Group Chairmen, followed by general discussion.

LUNCHEON SESSION 11:45
Chairman: Richard B. Hull
Address: "EDUCATION AND OUR EXPANDING POPULATION:
Ronald B. Thompson, Dean of Special Services, Ohio State University

AFTERNOON SESSION 1:00
Tour of WOSU-TV studios and demonstrations of various closed-circuit television facilities on the Ohio State University campus.

CLOSING SESSION 2:30
Chairman: Donald G. Emery, Superintendent of Schools, Shaker Heights

Discussion and approval of Recommendations and Resolutions.

ADJOURNMENT 4:00

MICHIGAN STATE CONFERENCE ON THE USES OF TELEVISION IN EDUCATION

The Kellogg Center
Michigan State University

January 11-12, 1962
East Lansing, Michigan

THURSDAY

REGISTRATION 12:30

OPENING SESSION 1:30
Chairman: Lester W. Anderson, College of Education, University of Michigan, Ann Arbor
Address: "THE CHALLENGE"
Clyde Vroman, Director of Admissions, University of Michigan, Ann Arbor, and Chairman, NCA Commission on Research and Service
Address: "NORTH CENTRAL OUTLOOK ON TELEVISION IN ACCREDITING SCHOOLS"
J. Fred Murphy, President, North Central Association of Colleges and Secondary Schools

SECOND AFTERNOON SESSION 3:15
Chairman: Robert L. Fleming, Principal (ret.), South High School, Youngstown, Ohio
Address: "THE USES OF TELEVISION IN EDUCATION"
Jack G. McBride, General Manager, KUON-TV, University of Nebraska, Lincoln

DINNER SESSION 6:00
Chairman: Clyde Vroman
Address: "EDUCATIONAL TELEVISION: NATIONAL OUTLOOK"
Donald G. Emery, Superintendent of Schools, Shaker Heights, Ohio

EVENING SESSION 7:30
Chairman: Robert L. Fleming
Topic: "ETV CASE STUDIES IN MICHIGAN"
Speakers:
Mt. Pleasant—Woodward Smith
Lansing—Marion Stone
Detroit—Kathleen Lardie
Kalamazoo—Robert Dye
MPATI—James Paige
Topic: "MICHIGAN STATE UNIVERSITY EDUCATIONAL PROGRAM SERVICE"
Speakers:
Lee Frischknecht, Program Manager, WMSB-TV
J. D. Davis, Director, Closed-circuit TV

FRIDAY

MORNING SESSION 8:30
Tour of studio facilities of WMSB-TV, telecasting will be in progress. Tour of the university's closed-circuit television operation and observation of classroom use in progress.

AFTERNOON SESSION 1:30
Chairman: Lester W. Anderson
Address: "OVERVIEW OF CURRENT USES OF ETV IN MICHIGAN"
Lynn M. Bartlett, State Superintendent of Public Instruction, Lansing

GENERAL DISCUSSION SESSION 2:00
Chairman: Lester W. Anderson
Questions from the floor

ADJOURNMENT 3:15

ILLINOIS STATE CONFERENCE ON INSTRUCTIONAL TELEVISION

The Illini Union
University of Illinois

March 6-7, 1962
Urbana, Illinois

TUESDAY

REGISTRATION 9:00

OPENING SESSION 9:30
Chairman: Charles J. McIntyre, Conference Director, and Coordinator of Instructional Television, University of Illinois
Address: "NATIONAL NEEDS OF EDUCATION IN THE 1960's AND BEYOND"
David Dodds Henry, President, University Of Illinois, Urbana
Address: "CRITICAL NEEDS OF EDUCATION IN ILLINOIS"
George T. Wilkins, State Superintendent of Public Instruction, Springfield
Address: "TELEVISION AS A SCHOOL RESOURCE"
Richard B. Hull, Executive Director, Telecommunications Center, Ohio State University, Columbus

SECOND MORNING SESSION 11:15
Chairman: Lowell B. Fisher, Coordinator of School and University Articulation, University of Illinois, Urbana
Topic: "INSTRUCTIONAL TELEVISION IN ILLINOIS"
Speakers:
Jacob O. Bach, Director, Educational Television Research Project, Southern Illinois University, Carbondale
Henry F. Hoppe, Assistant Superintendent of Schools, Cook County, Chicago
Urban H. Fleege, Chairman, Department of Education, DePaul University, Chicago

AFTERNOON SESSION 1:30
Chairman: Olin W. Stead, Director of Instructional Services, State Office of Public Instruction, Springfield
Topic: "INSTRUCTIONAL TELEVISION IN ILLINOIS"
Speakers:
George P. Young, Director of Instruction, Urbana Community Schools, Urbana
Clifford G. Erickson, Dean of Television Instruction, Chicago City Junior College
Frederick H. McKelvey, Executive Officer State Teachers' College Board

SECOND AFTERNOON SESSION 3:00
Chairman: Charles Allen, Dean, College of Education, University of Illinois
Topic: "IMPLICATIONS OF INSTRUCTIONAL TV"
Speakers:
Eugene R. Howard, Superintendent, Ridgewood High School, Norridge, Illinois
Wesley C. Meierhenry, Assistant Dean, Teachers College, University of Nebraska

DINNER SESSION 6:30
Chairman: Lowell B. Fisher
Address: "THE FUTURE OF AMERICAN EDUCATION"
Benjamin C. Willis, General Superintendent of Schools, Chicago, Illinois

TUESDAY

MORNING SESSION 9:00
Chairman: Theodore Peterson, Dean, College of Journalism and Communications, University of Illinois
Topic: "OUT-OF-SCHOOL EDUCATION"
Speakers:
Neil F. Garvey, Director of Correspondence Courses, Division of University Extension, University of Illinois
C. H. William Ruhe, Assistant Secretary, Council of Medical Education and Hospitals, American Medical Association
Samuel Bernstein, Assistant Director, Illinois Department of Labor
Harry J. Skornia, Associate Professor of Radio-Television, University of Illinois

SECOND MORNING SESSION 11:00
Chairman: Olin W. Stead
Address: "REVIEW OF EXISTING STATE NETWORKS, PLANS AND PROGRESS---IMPLICATIONS OF THE PENDING FEDERAL LEGISLATION"
John W. Taylor, Executive Director, Chicago Educational Television Association, and Acting President, Learning Resources Institute
Address: "A STATE NETWORK FOR ILLINOIS---TECHNICAL CONSIDERATIONS"
Duane M. Weise, Director of Engineering, WTTW, Channel 11, Chicago

CLOSING SESSION 1:00
Chairman: Charles J. McIntyre
Address: "OBTAINING STATE ACTION ON TELEVISION AS A RESOURCE FOR OUR SCHOOLS"
Charles W. Clabaugh, State Representative, and Chairman, Illinois School Problems Commission
Report of Resolutions Committee
Frank E. Schooley, Chairman, and Director of Broadcasting, University of Illinois
Adoption of Resolutions

ADJOURNMENT 2:30

SIX STATE REGIONAL CONFERENCE ON THE USES OF TELEVISION IN EDUCATION

The Center for Continuation Study
University of Minnesota

December 14-16, 1961
Minneapolis, Minnesota

THURSDAY

REGISTRATION 11:30

OPENING LUNCHEON 12:00
Chairman: Robert J. Keller, Conference Co-Director and Professor of Education, University of Minnesota
Greetings from the University of Minnesota
R. Kay Humphrey, Continuation Center
"A GOVERNOR'S WELCOME"
Hon. Elmer L. Anderson, Governor of Minnesota
Address: "NCA AND EDUCATIONAL TELEVISION"
Donald G. Emery, Superintendent of Schools, Shaker Heights, Ohio

AFTERNOON SESSION 2:00
Chairman: Robert L. Fleming, Principal (ret.), South High School, Youngstown, Ohio
Topic: "THE USES OF TELEVISION IN EDUCATION"
Speakers:
Elizabeth Golterman, Director, Audio-Visual Education, St. Louis Public Schools, St. Louis, Missouri
Jack G. McBride, General Manager, KUON-TV, University of Nebraska, Lincoln
Lawrence E. McKune, Producer-Coordinator, "University of the Air," Michigan State University, East Lansing

DINNER SESSION 6:00
Chairman: Elmer Weltzin, State Department of Education, St. Paul, Minnesota
Address: "NATIONAL LEGISLATION ON EDUCATIONAL TELEVISION"
Hon. William Proxmire, U. S. Senator, State of Wisconsin

EVENING SESSION 8:00
Chairman: John C. Schwarzwalder, Conference Co-Director, and General Manager, KTCA-TV, St. Paul, Minnesota
Address: "CURRENT STATUS AND PLANS OF THE SIX-STATE EDUCATIONAL TELEVISION NETWORK"
W. D. Donaldson, Project Director, Six-State Network Development, KTCA-TV, St. Paul, Minnesota

FRIDAY

MORNING SESSION 8:30
Tour of KTCA-TV facilities in St. Paul and demonstrations of closed-circuit television facilities on the campus of the University of Minnesota.

FRIDAY

AFTERNOON SESSION 1:30
Chairman: John C. Schwarzwalder, Conference Co-Director
Topic: "WHAT'S HAPPENING IN THE SIX-STATE AREA"
Speakers:
Carl Menzer, Director of Radio, State University of Iowa, Iowa City
E. W. Ziebarth, Dean of Summer Session, University of Minnesota, Minneapolis
Jack G. McBride, General Manager, KUON-TV, University of Nebraska, Lincoln
W. Ferron Halverson, Assoc. Professor, State Teachers College, Dickenson, North Dakota
Tom Killian, Director of Public Relations, Augustana College, Sioux Falls, South Dakota
George A. Parkinson, Manager, WMVS-TV, Milwaukee, Wisconsin

STATE GROUP SESSION 3:30
Each state group will meet separately to discuss present needs and future planning.

SATURDAY

STATE GROUP SESSION 8:30
Each state group will meet to formalize their deliberations and recommendations for reports to the general session later in the morning.

MORNING SESSION 9:30
Chairman: Jack G. McBride, General Manager, KUON-TV, University of Nebraska, Lincoln
Topic: "STATE REPORTS ON FUTURE PLANNING AND RECOMMENDATIONS"
Reporters:
Iowa—J. E. McAdam, Professor of Education, State University of Iowa, Iowa City
Minnesota—Elmer M. Weltzin, State Department of Education, St. Paul
Nebraska—Floyd A. Miller, State Department of Education, Lincoln
North Dakota—M. F. Peterson, Department of Public Instruction, Bismarck
South Dakota—F. R. Wanek, Department of Public Instruction, Pierre
Wisconsin—H. Clifton Hutchins, Professor of Education, University of Wisconsin, Madison
Address: "NEXT STEPS IN EDUCATIONAL TELEVISION: A CRITIQUE AND RECOMMENDATION"
Ralph Steetle, Conference Consultant, and Associate Dean, Oregon State System of Higher Education, Portland
Report of Resolutions Committee
Adoption of Resolutions

ADJOURNMENT 12:00

FOUR STATE REGIONAL CONFERENCE ON THE USES OF TELEVISION IN EDUCATION

The University Memorial Center
The University of Colorado
January 15-17, 1962
Boulder, Colorado

MONDAY

REGISTRATION 8:00

OPENING SESSION 9:00
Chairman: Everett V. Samuelson, Conference Director and Director, Bureau of Educational Research, University of Colorado
Welcome from the University of Colorado
Quigg Newton, President
Topic: "THE ROLE OF THE NORTH CENTRAL ASSOCIATION IN EDUCATIONAL TELEVISION"
Speakers:
Clyde Vroman, Director of Admissions, The University of Michigan, Ann Arbor
Donald G. Emery, Superintendent of Schools, Shaker Heights, Ohio
Address: "THE NATIONAL PICTURE IN EDUCATIONAL TELEVISION"
John C. Schwarzwalder, Conference Consultant, and General Manager, KTCA-TV, St. Paul, Minnesota

LUNCHEON SESSION 12:00
Chairman: Everett V. Samuelson, Conference Director
Address: "NORTH CENTRAL OUTLOOK ON TELEVISION IN ACCREDITING SCHOOLS"
J. Fred Murphy, President, North Central Association of Colleges and Secondary Schools
Address: "THE ROLE OF THE STATE LEGISLATURE IN PLANNING FOR EDUCATIONAL TELEVISION"
Claude Hempen, General Manager, KNME-TV, Albuquerque, New Mexico

AFTERNOON SESSION 1:15
Chairman: Robert deKieffer, Asst. Conference Director, and Director, Bureau of Audio-Visual Education, University of Colorado
Topic: "THE USES OF TELEVISION IN EDUCATION: PRINCIPLES AND PRACTICES"
Speakers:
Lawrence E. McKune, Producer-Coordinator, "University of the Air," Michigan State University, East Lansing
Jack G. McBride, General Manager, KUON-TV, University of Nebraska, Lincoln
Robert L. Fleming, Principal (ret.), South High School, Youngstown, Ohio
Topic: "DEVELOPMENT IN THE FOUR-STATE AREA"
Speakers:
Ben Markland, Director of Radio-Television Bureau, University of Arizona, Tucson
James Ward, Director of Radio-Television, University of Colorado, Boulder
Kenneth Oberholtzer, Superintendent of Schools, Denver, Colorado
Claude Hempin, General Manager, KNME-TV, Albuquerque, New Mexico
Harold Benn, Executive Assistant to the President, University of Wyoming, Laramie

EVENING SESSION 7:30
Demonstration of closed-circuit television facilities on the campus of the University of Colorado.

TUESDAY

MORNING SESSION 9:00
Chairman: Everett V. Samuelson, Conference Director
Topic: "A REVIEW OF STATE EDUCATIONAL TELEVISION ACTIVITIES: CASE STUDIES"
Speaker:
Jack G. McBride, General Manager, KUON-TV, University of Nebraska, Lincoln
Resource Panel:
Lawrence E. McKune
John C. Schwarzwalder
Howard Johnson, Assistant Superintendent of Schools, Denver, Colorado

STATE GROUP SESSION 11:00
Each state group will meet separately to discuss present needs and future planning. These meetings will continue after lunch, reconvening at 1:30.

GENERAL DISCUSSION SESSION 3:30
Chairman: Robert deKieffer, Assistant Conference Director
Questions from the floor
Resource Panel:
Jack G. McBride
Lawrence E. McKune
Howard Johnson
John C. Schwarzwalder

DINNER SESSION 6:00
Chairman: Stephen Romine, Dean, School of Education, University of Colorado
Address: "NET HELPS AT STATE AND LOCAL LEVELS IN DEVELOPING ETV"
Jack White, President, National Educational Television and Radio Center, New York City

STATE GROUP SESSION 7:30
Each state group will meet to formalize their deliberations and recommendations for report to the general session tomorrow morning.

WEDNESDAY

CLOSING SESSION 8:30
Chairman: Everett V. Samuelson, Conference Director
Topic: "STATE REPORTS"
Arizona--Ben Markland
Colorado--James Ward
New Mexico--Claude Hempin
Wyoming--Harold Benn
Summary of Conference: Robert deKieffer, Assistant Conference Director

ADJOURNMENT 10:30

FOUR STATE REGIONAL CONFERENCE ON THE USES OF TELEVISION IN EDUCATION

The Ramada Inn
February 17-19, 1962
Oklahoma City, Oklahoma

SATURDAY

REGISTRATION 1:00
Selected examples of educational television programs will be shown during this period.

OPENING SESSION 3:00
Chairman: Robert L. Fleming, Principal (ret.), South High School, Youngstown, Ohio
Greetings:
Oliver Hodge, State Superintendent of Public Instruction, Oklahoma City, Oklahoma
Topic: "THE USES OF TELEVISION IN EDUCATION"
Speakers:
Donald G. Emery, Superintendent of Schools, Shaker Heights, Ohio
Lawrence E. McKune, Producer-Coordinator, "University of the Air," Michigan State University, East Lansing
Clifford G. Erickson, Dean, TV Instruction, Chicago City Junior College, Chicago, Illinois

DINNER SESSION 6:30
Chairman: Jake Smart, Conference Director, and Director of Instruction, State Department of Public Instruction, Oklahoma City
Address: "AN OVERVIEW OF EDUCATIONAL TV"
Richard B. Hull, Executive Director, Telecommunications Center, Ohio State University, Columbus
Address: "NCA AND EDUCATIONAL TELEVISION"
Clyde Vroman, Chairman, NCA Commission on Research and Service, and Director of Admissions, University of Michigan, Ann Arbor

SUNDAY

MORNING SESSION 9:30
Chairman: Donald G. Emery, Superintendent of Schools, Shaker Heights, Ohio
Topic: "STATUS OF ETV IN THE FOUR-STATE AREA"
Speakers:
Heloise Griffon, Supervisor of Instructional Materials, State Department of Education, Little Rock, Arkansas
Harold Caldwell, Consultant in A-V Instruction, State Department of Public Instruction, Topeka, Kansas
Richard Nibeck, Consultant in A-V Education, State Department of Education, Jefferson City, Missouri
John Dunn, Director, Oklahoma Educational Television Authority, University of Oklahoma, Norman
Address: "TELEVISION AND TEACHER EDUCATION"
H. P. Rumford, Associate Professor of Psychology, Kansas State College, Pittsburg

LUNCHEON SESSION 12:00
Chairman: Clyde Vroman
Topic: "TELEVISED EDUCATION: SOME VIEWPOINTS"
Teacher—Elizabeth Golterman
City Superintendent—Gerald Kidd
College Administrator—Clifford G. Erickson
State Superintendent—Oliver Hodge

SUNDAY

AFTERNOON SESSION 1:45
Tour of KETA-TV studios, Oklahoma City, and demonstrations of some televised lessons.

GENERAL DISCUSSION SESSION 3:45
Chairman: Lawrence E. McKune
Topic: "TELEVISED EDUCATION: SOME VIEWPOINTS"
Producer-Director—Bill Lillard
Studio Teacher—George Downing
Classroom Teacher—Lois Pickens

EVENING SESSION 7:00
Chairman: Ned Bryan, Director of Television Education, State Department of Education, Oklahoma City, Oklahoma
Address: "IDENTIFYING NEEDS AND PROBLEMS OF EDUCATIONAL TELEVISION"
Jack G. McBride, General Manager, KUON-TV, University of Nebraska, Lincoln

STATE GROUP SESSION 8:00
Each state group will meet separately to discuss present needs and future planning, and to prepare a report of the deliberations and recommendations to be presented at the general session tomorrow morning.

MONDAY

MORNING SESSION 9:00
Chairman: Jake Smart, Conference Director
Topic: "STATE REPORTS"
Arkansas—Heloise Griffon
Kansas—George Clelland
Missouri—Milton Bierbaum
Oklahoma—Ned Bryan

GENERAL SESSION 11:00
Chairman: Jack G. McBride
Address: "NEXT STEPS IN EDUCATIONAL TELEVISION: A CRITIQUE AND RECOMMENDATION"
Ralph Steetle, Conference Consultant, and Associate Dean, General Extension Division, Oregon State System of Higher Education, Portland, Oregon

CLOSING LUNCHEON 12:30
Chairman: Jake Smart, Conference Director
Address: "NORTH CENTRAL OUTLOOK ON TELEVISION IN ACCREDITING SCHOOLS"
J. Fred Murphy, President, North Central Association of Colleges and Secondary Schools

ADJOURNMENT 2:00

APPENDIX

Section 4

"NORTH CENTRAL OUTLOOK ON TELEVISION IN ACCREDITING SCHOOLS"

by

J. Fred Murphy

NORTH CENTRAL OUTLOOK ON TELEVISION IN ACCREDITING SCHOOLS

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As President of the North Central Association of Colleges and Secondary Schools I can speak on the subject of "North Central Outlook on TV in Accrediting Schools" only as I view it from my experiences with the NCA, and as my feelings respond to the constructive aims and excellent work of NCA. Any official action has been or would be consummated through the proper official bodies of the Association.

There are a few basic viewpoints upon which my remarks are predicated.

1. Accrediting agencies have played an important part in institutional improvement for more than three score years. Over the years such agencies have multiplied in number and have become concerned with accreditation within a single profession as well as an institution.
2. The North Central Association has been concerned with the improvement of the quality of education from the standpoint of both secondary and higher institutions of learning. During its period of operation there has been an evolution in the methods and procedures for the evaluation of such institutions.
3. The policies and criteria of NCA are concerned with the total program of each institution in determining institutional quality of education. For example, Policy III, paragraph 2, of the policies for approval of secondary schools, states, "A school shall be judged upon the basis of the total pattern it presents as an institution of its type." The higher commission in its procedures of assessing higher institutions has been demonstrating through visiting committee studies that the total pattern of the higher institution in terms of its function has become a guide for final decisions.
4. Variations occur in the purposes and programs of the institutions, thus the criteria, policies and procedures in accreditation should be sufficiently flexible to provide for appropriate variations.
5. An evolution has been taking place in assessing the quality of education in an institution. Formerly basic standards or quantitative standards were the usable yardsticks for measurements. Now such standards are used, but increased emphasis is being directed toward the extent to which the total institution is fulfilling its particular and total function.

These five important characteristics provide a foundation for projecting ideas which imply the NCA outlook for TV in accrediting schools.

The significant development in the evaluation of educational institutions for accreditation relates to more careful observation of an institution from the standpoint of the teaching-learning process, and the existing conditions for assisting the teaching-learning process.

For years accrediting an institution was based primarily upon quantitative standards. The concerns were:

1. Teaching loads
2. Organization and number of courses in the institution
3. Qualifications of faculty in terms of degrees, experience, publications, etc.
4. Administrative provisions for promoting good instruction
5. Organization for the formal guidance services
6. Nature of the facilities available, and
7. Total expenditures for educational purposes.

Usually these items have had, or do have, numerical values attached to them. If those responsible for evaluating an institution for accreditation by NCA should limit their assessments to the quantitative standards only--and should be unswerving in this respect--then we should be concerned to what extent an institution with a program of television for instructional purposes finds itself in difficulty when being assessed for accreditation.

Certainly from the dissemination of information about TV in education as you will learn of it through this conference or have learned of it through your other experiences, we can conclude that TV provides another means of enhancing the conditions supporting the teaching-learning processes.

Research and service are the means by which we identify, study and act upon problems affecting the improvement of an instructional program. In the NCA the Commission on Research and Service, through the work of its committees--such as the efficient one dealing with TV in education--provides the accrediting agency with the approaches which can be used to advance accreditation processes.

Study and action programs have demonstrated that individuals learn from presentations on TV. Accepting this idea as a truism leads me to conclude that the NCA must face the reality that a TV program for instruction should be recognized as a part of the total institutional pattern and be evaluated objectively.

To evaluate the program objectively would necessitate appropriate attention be given to these factors.

1. What is happening in each learning situation?
2. Does there appear to be intense interest, motivation, and achievement on the part of the students?

3. Is the program adjusted to the needs of the given institution?
4. How does the program contribute to the established functions of the institution?
5. How do the instructional materials contribute to achieving the aims of a subject matter area?
6. Does the program provide too much diversity in offerings?
7. Is there proper pre-preparation for and post-measurement of each student for each telecast?
8. Is there a representative committee which evaluates the instructional materials presented?
9. Is there evidence that the instructor has an intimate knowledge of the learning process?
10. Is there an interrelationship of the teaching situation to the environmental situation?

Effective educational institutions are desirous of (a) identifying emerging educational problems, (b) initiating research projects to help analyze the problems, and (c) developing appropriate action programs to resolve the problems. The uses of television offer ample opportunities for such institutional undertakings. In other words, scientific studies and experimental programs should accompany the use of television in education. The North Central Association encourages experimentation when carefully planned and efficiently executed to improve the teaching-learning process. Any NCA institution as it refines a projected experimental program should apprize the appropriate NCA committee of its intentions thus contributing properly to the accrediting process. For example, a secondary school undertaking an experimental program should refer a descriptive plan to the state NCA committee for review and reaction In the case of the higher institution, the office of Secretary of the Higher Commission should be appraised of the program. Professional inquiry and information to proper NCA representatives may enhance the entire program. In any instance as an institution wishes to use televised instruction, any proposed plan to NCA committees should include a description of the way in which an evaluation of the program will take place.

In summary, the uses of television in education are in the category of contributing to the improvement of the teaching-learning process; the uses of television in education are in the category of potential continuing research and experimentation. The uses of television offer few opportunities for evaluation in terms of quantitative standards. One might conclude therefore, that since uses of television in education can be directed in accord with the current trends of accrediting educational institutions through an analysis of the teaching-learning process, research, and experimentation, TV in education is destined to become increasingly important as educational institutions are appraised or reappraised for membership in the North Central Association of Colleges and Universities. If we are sincere then, in our proclaimed policy, namely, to consider objectively the total pattern of an institution, evaluators will be obligated to assess the uses of television in a given institution as an integral part of the total pattern of the institution.

(Editor's note: This address was delivered by Mr. Murphy at three of the dissemination conferences held at East Lansing, Michigan; at Boulder, Colorado; and at Oklahoma City, Oklahoma.)